STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 2 NEW YORK, FEBRUARY 9, 1937 FIVE CENTS

Monopoly Hearing Set

INTRODUCING ....THE RADIO DAILY

By JACK ALICOATE
Publisher

TODAY we present to the radio industry, RADIO DAILY. As time passes, if you are part of radio, you will hear considerably more of RADIO DAILY. We are not here to revolutionize the radio industry. Thanks to its understanding pioneers and efficient executives it has long since been on a fine, substantial foundation. Radio spells progress. The industry is expanding rapidly. It is both romantic and colorful and its usefulness is only beginning. Radio has its faults. So have we. That makes us all even at the start.

•

RADIO DAILY is national in scope and will be published right here in Radio Village. It will be radio's own daily newspaper. It will be independent. It will be intimate, and it will strive to be instructive. In a word it will bring the news and sidelights of this great industry, its executives and the rank and file, every work day of the year, and as fast as modern news machinery can gather, set and print it.

•

FROM time to time, in this column, we will give our thoughts on the passing radio Parade. Our views will be those of a detached but compellingly interested observer, for we are not unmindful of the fact that if we knew more about radio than those now responsible for its destinies we would be running radio and not RADIO DAILY. We shall try to be helpful in many ways. A forum where views of responsible radio folk can be outspoken in their, at times, divergent opinions. A front line trench, too,

(Continued on Page 2)

New Okla. Network

Oklahoma City—Oklahoma Network Inc. has been incorporated with following stations comprising net. WBBZ, Ponca City, Okla., KCRC, Enid, Okla., KGFG, Oklahoma City, KBIX, Muskogee, KASA, Elk City, KGFF, Shawnee, KADA, Ada and KVSO, Ardmore, Okla.

Corporation to concentrate on co-operation of advertising and mutual assistance.

FOREIGN RADIO OUTLAY BOOSTED NEARLY 300%

With export business reaching the two and one-half billion dollar mark, and advertisers desirous of avoiding taxes by exploiting fields and distribution abroad, foreign radio expenditures are being increased nearly 300 per cent. Said increase also including clients new to foreign radio advertising as well as increased budgets. Figures are based on the increased contracts running abroad by four agencies specializing in this branch of the industry, particularly Conquest-Alliance company, considered the leading international organization of its kind.

According to Dr. W. H. Voeller, head of C.-A., his concern will run ahead of last year in gross billings by a possible $750,000, as compared to a total in 1936 of nearly $300,000. This increase will give C.-A. a gross revenue of $1,000,000 or more, for the current year. Last year Conquest sold a little over 3,000 hours of time

(Continued on Page 6)

LOCAL ADVERTISERS HOT FOR CO-OP WEB SHOWS

Local advertisers seeking the advantage of a network broadcast with its prestige and better grade talent, are flocking to get on the bandwagon of such shows with the result that the two now running on the Mutual Broadcasting System and still another scheduled to begin March 12, have more than one sponsor in a

(Continued on Page 4)

Oneida Launching Series On 26 Stations Mar. 8

Oneida Ltd., Oneida, N. Y. (Tudor plate) the week of March 8 will launch a series of electrical transcription on 26 stations from coast to coast. Program will be a daytime musical quarter-hour once weekly with Peggy Tudor as mistress of ceremonies. Series was cut by World and will run for at least 13 weeks on the following stations: WGR, WFBR, WGST, WOAI, WNBR, WWL, KFPY, WEEI, WKY, KOIL, KOA, KDYL, KOL, KMBC, WHK, WCAU, KOIN, WCKY, WJR, KSTP, KWK, KNX, WOR, KGO, WGN, KDKA. Batten, Barton, Durstine & Osborne, Inc., New York, placed the account.

Investigation of Broadcasting by Congressional Committee Will Be Speeded, Says Connery

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — Congressman William P. Connery (Democrat, Massachusetts), chairman of the House labor committee, told RADIO DAILY last night that the House sub-committee of the Rules Committee now considering his resoluation authorizing the Speaker to apoint a committee of seven Representatives to investigate alleged radio broadcasting monopoly would hold a hearing this month.

Connery said he and a bloc of

(Continued on Page 4)

Cantor Stooge Clicks

Harry Savoy, who replaced Parkyakarkus on Sunday in Eddie Cantor's Texaco program, was a wow. Doing a rapid-fire stutter, Savoy had the program in stitches during his entire time. The comic had good material, but it was his style that topped. Though not definitely set in Cantor's stooge spot at present, Savoy will be on next Sunday's program.

GOOD WILL "COURT" IS IN COURT AGAIN

Judge Nathan Sweedler of Brooklyn, plaintiff in the action against Standard Brands, Inc., J. Walter Thompson Agency, National Broadcasting Co., WMCA and A. L. Alexander charging the oft-mentioned defendants with unfair competition because they used the name "Good Will Court," will encounter further legal difficulties this morning in a court-ordered examination before trial.

Last Tuesday, at similar proceedings, is was believed that Judge

(Continued on Page 4)

Wrigley is Sponsoring 3-Hour Red Cross Show

Chicago — The three-hour Red Cross Flood Benefit broadcast which will emanate from the stage of the Radio City Music Hall, Feb. 12, 12:30 a.m. to 2:30 a.m., over the combined Mutual, CBS, NBC networks will be sponsored by the William Wrigley, Jr., Co., Chicago, who has subscribed $30,000 to the flood relief fund for the privilege. One hundred and ten stars of radio and screen will partake in the program. The audience witnessing the broadcast will pay for $1 to $10 for seats.

33 Spots for Silver Dust

Hecker Products Corp., New York (Silver Dust & Gold Dust) has started a series of spot programs, Mondays through Fridays, on 33 stations through the East and Mid-West. Schedule follows: WOR, a five-minute KBS library program which includes two one-minute announce-

(Continued on Page 4)

SPOT BROADCASTING AT ALL-TIME RECORD

Despite the severe setback given the spot broadcasting situation when Chevrolet cancelled nearly 400 electrical transcription program contracts through World Broadcasting System, spot biz continues to surge forward to an all time high. National Broadcasting Company's ET division (Thesaurus Library) reveals a 68 per

(Continued on Page 4)

Philco to Demonstrate Practical Television

Philadelphia—What is believed to be the first demonstration of television on a practical basis is scheduled for the once-over on Thursday before a private audience. At that time, the Philco Radio & Television

(Continued on Page 6)

RCA Gross from NBC

That NBC contributed more than one third of RCA's gross revenue of $101,850,000 for the year 1936 was revealed yesterday in the earnings statement released by David Sarnoff, RCA president. The net RCA profit for the year was $6,100,000 an increase of 19 per cent over 1936. The net profit for last year equalled 20 cents on the company's common stock.

RADIO DAILY

Vol. 1, No. 2 Tues., Feb. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President and Business Manager; Chester B. Bahn, Vice-President Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John English, Advertising Manager. Terms (Post free) United States outside of Greater New York, $5.00 one year; $3, 6 months; $2, three months. Foreign, $10.00. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

Introducing

.... *The Radio Daily*

(*Continued from Page* 1)

directly facing those forces that would shell radio from without.

•

RADIO DAILY will tell you bright and early every morning, through its experienced and seasoned reviewing staff, whether it does or does not like certain programs. Fan slants will be left to the fan publications and daily newspapers. RADIO DAILY will not be concerned with the private lives of radio folk either within or without the broadcasting studios. RADIO DAILY has trained correspondents in every important city in the country, and, as far as news is concerned, will endeavor consistently to cover the country from Portland, Maine, to San Diego, California.

•

AND so, today, RADIO DAILY is moving in, bag and baggage. We'll break bread with you and argue with you. We'll laugh with you and probably share many of your irritations and heartaches. The important thing is that RADIO DAILY is here. Permanently. No noble experiment, but an efficiently planned and organized daily newspaper, operated by trained and experienced newspaper-radio folk, to serve intelligently and thoroughly the far-reaching radio industry, in which, in time, it hopes to play no small, unimportant a part.

FINANCIAL

Monday, Feb. 8

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182¾	182	182	— ¼
Crosley Radio	26	25¼	25½	+ ¾
Gen. Electric	62⅞	62¼	62⅝	+ ⅜
North Am.	30¾	30⅜	30½	+ ¼
Stewart Warner	19⅝	19⅛	19¼	— ⅛
Zenith Radio	38¼	37¼	37¾	+ ½
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	17	16⅞	16⅞	.....
Majestic R. & T.	4½	4⅜	4⅜	+ ⅛
Nat. Union Radio	2⅝	2½	2½	.....

OVER THE COUNTER	Bid	Asked
CBS A	49⅜	51¾
CBS B	49½	51½
Stromberg-Carlson	19⅝	20⅝

☆ THE WEEK IN RADIO ☆

. . . Six Important Bills Before Congress

By M. H. SHAPIRO

NOT a few happenings of importance to broadcasters took place in Washington the past week. These items include:

Hearings called on Actors Bill, announcement being made that the hearings in question will begin on Feb. 17, relative to the familiar Rep., Dickstein of New York (H.R. 30) opus seeking to protect the artistic and earning opportunities in the United States of American artists. Hearing will be held by the House of Representatives Committee on Immigration and Naturalization and the bill is the same as that passed by the House at the last session of Congress but failed of passage in the Senate.

Other bills concerned radio monopoly and operators; the Educational Commissioner established a radio script exchange in order to promote better educational radio programs throughout the country and to furnish local groups with scripts especially appropriate for educational broadcasting; the FCC established a flood emergency service and Chairman Prall of the FCC praised the work of the broadcasters in connection with the flood situation on the RCA Victor Magic Key Hour. While Representative Wearin of Iowa introduced a bill in the House (H. R. 3892) to amend the Communications Act of 1934 to prohibit unified and monopolistic control of broadcasting and printed publications, a chain broadcasting investigation by a House Committee was sought by Rep. Wigglesworth of Mass. He also asked for an investigation of the FCC. Rep. Celler of N. Y. introduced a bill for construction of a Federal short-wave station for Pan-American non-commercial purposes.

Perhaps more startling than the bills introduced in Congress was the unexpected and hitherto secrecy anent purchase prices of transmitters being suddenly revealed by the House Appropriations Committee. Transfers of stations at good-will prices of $1 up to the million and a quarter mark, were all busted wide open, and one transaction involving a 99-year lease came to light. (FCC licenses of course cover 6 months periods only.) ....It further developed that the three major webs-NBC, CBS and MBS, controlled about all of the 40 clear-channel outlets.

Big event in NBC last week was the signing of Arturo Toscanini for a series of symphonic concerts later this year. Odd angle is the fact that David Sarnoff's personal emissary Samuel Chotzinoff handled the deal abroad. Proposed series will be non-commercial and will most likely do much to offset the CBS monopoly on the New York Philharmonic-Symphony Orchestra.

In Philadelphia, the once unmentionable social disease became o.k. for radio and WCAU inaugurated the first broadcast on Thursday of last week, under the banner of the local Medical Society.

Radio station news men held a meeting in effort to form an organization of their own, but one not conflicting with the Newspaper Guild. First gathering was housed at the Hotel Roosevelt, New York.....M. H. Aylesworth, former NBC prexy and more recently Chairman of the Board of RKO got a rise out of the folks by joining Scripps-Howard organization. Commercial radio's first big executive seems to be slipping further away from radio, touching off a sentimental chord in many hearts.... But perhaps there is a sort of consolation in the wild rumor that he will head the NBC Blue Network when Scripps-Howard takes it over ....But such rumors were around nevertheless .... Another Aylesworth rumor was that he might head a world-wide news broadcasting system ....N. Y. musician union leaders sought to throw the harpoon into the CBS-Music Corporation of America agreement, on the grounds that MCS deducted a fee to take care of network wire costs, etc. Jack Rosenberg, fighting president of Local 802, A.F.M., believes that any such fee violates the A.F.M. ruling on networks being in the band booking business.....N. Y. musicians again took the bull by the horns when they got busy on a project to ban the playing of phonograph records by the unaffiliated stations....following the lead of Jimmie Petrillo in Chicago

Foreign

From abroad came word that John L. Baird, inventor and founder of Baird Television, suffered the disappointment of his life when the Postmaster General announced that the British Broadcasting Corp., would henceforth use the Marconi-EMI system when transmitting tele programs. Until now, both Baird and Marconi methods had been used alternately during the experimental programs. Baird stated, however, that receiving sets sold by his organization were capable of receiving Marconi-EMI transmission.

Standard now adopted in London is 405 lines per picture sent at the rate of 50 pictures or "frames" per second.

TWA CUTS FARES

Now Compare Low Cost Air Travel via TWA with Rail Rates

Shortest, fastest, overnight coast-to-coast

Non-stop between New York and Chicago

TWA NEW YORK OFFICES

1503 Broadway, 70 East 42nd Street
Air Travel Desk—Penn. Station
Telephone: MUrray Hill 6-4640

YOUR RADIO PILOT

By AL TURNER



I join entire broadcast fraternity in welcoming *RADIO DAILY*. It will prosper. It must. We shall find it indispensable.

This week's *Pilot Radio Weekly Award of Merit* goes to *Philharmonic-Symphony* for fine broadcast of the past week, over CBS. . . . We are gratified at the splendid reception being accorded this new award which has for its aim the keeping of broadcasting upon a high plane. Since we began 8 weeks ago, winners include *Rudy Vallee, Fred Allen, Columbia Broadcasting System, President Roosevelt, March of Time, Kate Smith, etc.* . . .

Yest'y *Benny & Livingstone* re-broadcast to *Lunnon* . . . (wonder if the Britishers threw a *Benny-fit?*) T'nite *Jolson* again bends the knee famous 'round the world, reviving Sonny Boy. . . . new *Swarthout Fireside Concerts* (NBC, Wed., 10:30) promise to be *note*-worthy . . . hear 'em at best over.



Al Jolson

YOUR PILOT RADIO

By POPULAR DEMAND

Pilot's masterful *DOUBLE POWER* (created by exclusive *Tranex Beam Power Circuit*) yields easy access to *foreign* or *domestic* stations, affords *wave-splitting selectivity*, amazing *freedom from apt. house interference*. Handsome *All-Wave Model* 23 gives perfect reception on either *AC* or *DC current*. Make the conclusive *Side-by-Side test*. Ask your dealer to demonstrate a Pilot directly alongside any other set of comparable price. *Hear the difference!* Phone *STillwell* 4-5455 for name of your nearest *Pilot dealer*, or *Radio Information*. *Illustrated* 1937 *Pilot Folder on request.*

Superb Pilot Radios
29.50 to 147.50

Pilot
RADIO CORP.
"The Standard of Excellence"
3710 36th St., Long Island City



Specialists

in

Public Relations • Advertising
Exploitation • Distribution

for

ARTISTS • AUTHORS
DIRECTORS • PRODUCERS

also

SPECIAL RADIO DEPARTMENT

• Just Completed Advertising campaign for "The Robber Symphony."

A FORTUNE Agency CAMPAIGN IS A MARK OF DISTINCTION

HEARING THIS MONTH ON RADIO MONOPOLY

(Continued from Page 1)

broadcasting - minded Congressmen are now gathering a volume of evidence and records for use in the hearing, and are prepared to cooperate with Senator Burton K. Wheeler in the Upper House for speedy joint action.

"I feel we will complete the radio hearing rather quickly," Connery said, "so that the whole question of radio monopoly can be fully investigated by Congress."

Anning S. Prall, Federal Communications Commission chairman, yesterday declared the Commission has complied with the request of Senator Wheeler for data concerning the present activities of the F.C.C. and radio. The Montana Senator's request was made several weeks ago and it is believed he is awaiting full consideration of the Commission's reply before taking any action.

"We have sent our report over to Senator Wheeler," Prall told RADIO DAILY. "We feel to the best of our knowledge it covers his questions adequately."

Lois Gets New Job

Lois Lorraine, formerly of the CBS exploitation department, transferred to press department to replace Josephine Le Sueur who has switched to the Graves syndicate.



NETWORK SONG FAVORITES

Selections listed below cover the week ending Saturday February 6, and is an absolutely accurate log for the hours of 5 p.m. to 1 a.m., on two NBC webs as indicated from WJZ and WEAF, and the CBS network through WABC. Log covers only songs played 15 times or more.

Good Night My Love—(Robbins Music Corp.)	25
There's Something in the Air—(Robbins Music Corp.)	25
With Plenty of Money and You—(Harms, Inc.)	24
Love and Learn—(Chappell & Co.)	22
May I Have the Next Romance with You—(Leo Feist, Inc.)	22
Gee, But You're Swell—(Remick Music Corp.)	21
Pennies from Heaven—(Select Music Corp.)	21
Night Is Young and You're So Beautiful—(Words & Music Corp.)	20
On a Little Bamboo Bridge—(Joe Morris Music Co.)	20
Chapel in the Moonlight—(Shapiro, Bernstein, Inc.)	19
If My Heart Could Only Talk—(Sherman, Clay & Co.)	19
When My Dream Boat Comes Home—(Witmark & Sons)	18
You're Laughing at Me—(Irving Berlin, Inc.)	18
I Can't Lose That Longing for You—(Donaldson, Douglas & Gumble)	17
One, Two, Button Your Shoe—(Select Music Co.)	17
Trust in Me—(Ager, Yellen & Bornstein)	17
This Year's Kisses—(Irving Berlin, Inc.)	16
Oh, Say Can You Swing—(E. B. Marks Music Co.)	15
Summer Night—(Remick Music Co.)	15
Serenade in the Night—(Mills Music, Inc.)	15
When the Poppies Bloom Again—(Shapiro, Bernstein, Inc.)	15

Local Advertisers Hot For Co-op Web Shows

(Continued from Page 1)

town desirous of participating on the pro-rata basis. The original so-op show of its kind, "Morning Matinee," obtained a list of department stores across the country and the show was built exclusively to fill this need. Since then, sponsors other than department stores have been reported in the deal.

"Coffee Club," featuring Richard Himber's orchestra on MBS, Fridays 8-8:30 p.m., sponsored locally on WOR by Holland House coffee has already spread across the country, within one week of its inception. Local coffee merchants from Philadelphia to Denver came into the fold yesterday, the stations including WFIL, the former city and KFEL in Denver. WSAR, New Bedford, Mass. (Colonial net.) is also in the fold while a deal is now in progress to include the Iowa Network and the Don Lee chain on the Coast.

Mutual Broadcasting System show which plans to have a different sponsor in each section of the country will get under way on March 12, according to plans set yesterday afternoon. Ben Rocke, producer, worked it out along the same lines as the "Morning Matinee" on the same web, which originally started as exclusive department store fare, but since took on an outsider or two. As set yesterday, 16 outlets will be used to the Coast, with Frank Crumit as emcee, time being Friday night 9.30-10 and a repeat broadcast 10.30-11 for the Coast. Different band each time is also planned. Understood that an ice cream outfit will sponsor in the East, baking concern in the midwest and a brewery on the Coast. Additional sponsors will be picked up locally.

Shifts Biz. Headquarters

Joseph M. McGillvra, station representative, changed his business headquarters from 485 Madison to 366 Madison Ave. last week.

Good Will "Court" Is In Court Again

(Continued from Page 1)

Sweedler would withdraw his action, inasmuch as the program, "Good Will Court," has been banned because of protests from various bar associations. He originally moved to have an injunction taken out against the program when the show went from WMCA to NBC. Sweedler now requests $250,000 damages from the defendants.

Louis Nizer, representing A. L. Alexander, discussed withdrawing the action with either Sweedler or his attorney, H. Richardson, at the last meeting. They left the court and the stipulations were to be presented to both parties. This did not work out as planned, therefore this continuation of examinations. It is understood that Sweedler would agree to call all bets off against the defendants, provided Alexlander agreed not to write newspaper or magazine articles similar to the "Court" idea. Nizer and Alexander would not consent to such an agreement.

33 Spots for Silver Dust

(Continued from Page 1)

ments; participation programs on WGY, WGN, KDKA, KNX; one-minute WBS announcements, twice daily on WWVA, WBEN, WCKY, WJAC, WFBG, WBZ, WHIO, WIRE, WTAM, WRC, WHBF, WJR, WOOD-WASH, WISN, WHAM, WSYR, WCAU, WHP, WFBR, WHO, WDAF, WFAA, KPRC, WBNS, KSTP, WOW, WBZA on same schedule using live announcements. Campaign will run through June 18 and was placed by Batten, Barton, Durstine & Osborne, Inc., New York.

NEW WOR Sunday commercial, 9 p.m. revue featuring Leo Reisman, presents Gertrude Lawrence as guest next Sunday and trailing following week with Ramona.

SPOT BROADCASTING AT ALL-TIME RECORD

(Continued from Page 1)

cent increase for January of this year against the same period in 1936, while WBS and other disk organizations also are running far ahead of last year.

Recorded musical programs, or those using music in part took a 100 per cent leap for the 1936-37 season, according to transcription fees paid to the Music Publishers Protective Association, which cleared $110,000 for copyright owners during 1935, but did more than $120,000 for the year ending Feb. 1.

Both NBC and WBS continue to sign additional stations, with the latter getting 10 new stations members via Don Lee network on April 1. In addition to the Don Lee business, World signed three other outlets during the past week in KVCB, Great Bend, Kansas; WFGY, St. Augustine, Fla.; and WEAU, Eau Claire, Wisconsin. All are newly licensed broadcasters.

New shows en route through WBS laboratories include:

E. P. Reed & Co., (Matrix Shoes), 15-minute series to run once weekly for 13 weeks on 25 stations, with starting date set for Feb. 21. Program title is "Time to Relax"; agency is Geyer, Cornell & Newell, N. Y.

H. B. Davis Co., (Paint) will sponsor a series of 10 five-minute transcriptions over a list of 19 stations. Van Sant, Dugdale & Co., is the agency.

Renewals through WBS include "Hello Peggy," for the Dracket Company, on 23 stations; Ralph H. Jones, Cincinnati agency has the account; Larus Bros. & Co., has a renewal running on "Moments You Never Forget" which will take it to the end of April. Snowking Baking Powder through H. W. Kastor & Sons has a renewal on spot announcements on 11 stations in the southwest.

Several spot broadcasts are on an experimental basis and will branch out on considerable additional time later. One of these is Welch Grape Juice featuring Hugh Conrad and Irene Rich, now on a test basis on WHN and WINS, New York. Another show in the offing and just recorded by WBS in Chicago is for Ward Baking Co., campaign being under the direction of the Kastor agency of Chicago. Varady of Vienna, (face cream) has ordered 10 additional programs, time bought by Baggaley, Horton & Hoyt of Chicago.



BIRTHDAYS

January 29

Greetings from Radio Daily

to

Felix B. Dyck Hoff

Sam Faust

We know a Salesman

We know a salesman who never makes a call unless he is invited. Yet he is such a personable fellow that he has been invited—and welcomed—into nine out of every ten homes in cities throughout the length of the land. He has never held a door open with his foot, never had to wait in a reception room, never written for an appointment, never rung a doorbell. When the day's work is done, and families are assembled in the privacy of their homes, he is summoned to speak his piece before them. He is a tireless worker—on the job sixteen hours a day, seven days a week. And he is lightning fast—often calling on as many as ten million prospects within an hour. He carries out his boss' instructions to the letter—and works for a mere pittance per home.

Maybe you think there is no such salesman. Well, there is. What's more, we are in position to put you in touch with millions like him. They are the thirty-four million radio sets of America. And...

"This is—the Columbia Broadcasting System"

85% OF FLOOD FUNDS RAISED THROUGH RADIO

With about $16,000,000 already poured into the flooded areas through the aid of radio, and with constant appeals still being aired day and night, the Red Cross has received 85 per cent of the funds that have passed into its hands in the past two weeks from radio stations and their listeners.

The Columbia Broadcasting System, with one hundred affiliated stations, has been sending money to the stricken areas daily. Stations associated with the net have collected much of the total of the funds include WQAM, Miami, $60,000; WREC, Memphis, $68,000; WADC, Akron, $60,000; KNOW, Austin, Texas, $47,314, and WBNS, Columbus, Ohio, $30,000.

Newly formed Mutual network has sent the relief agencies checks totaling $150,000 with their entire resources still airing special shows daily in an effort to swell the amount. The Don Lee section of the net collected one-fourth of that amount and forwarded same to relief headquarters immediately.

NBC's two nets, WEAF-RED and WJZ-BLUE handled their collections differently than the other two coast-to-coast appealers. Their collections were gathered by the individual stations and all money was forwarded to their local Red Cross headquarters immediately upon receipt. No conservative estimate can be made on the amount collected by NBC, but from the announcements from the affiliates, it runs well into the millions.

The independents, especially those in and around the flood areas, have dropped their entire broadcasting schedules to concentrate on appeals, bulletins and special announcements concerning the disaster. Sponsored programs have been cancelled same as sustainings, and the money and clothing collected has been turned over to the Red Cross daily.

Hoffman Adding Time

On Feb. 14 Hoffman Beverage Co., will expand its present WOR Transradio series at 11 p.m. to a seven-day-a-week schedule. Batten, Barton, Durstine & Osborne, Inc., New York, is the agency.

We Believe in
RADIO DAILY
•
GOOD LUCK
•
ALVIN AUSTIN CO.
Advertising
515 MADISON AVE.
NEW YORK



• • •

• • • Good Morning!....Phil Baker got in a fast lick when he joined the army of "listener speaks" programmers Sunday night....bringing to New York the gal in the Excelsior Springs, Mo., sitdown-suitor strike....so that she could answer her swain with the benefit of Gulf Oil credits.... and speaking of human interest items, Phillips Lord injected a swell type of tribute to the Red Cross on his "We The People" stanza....more of the touchy stuff busted out on the NBC Blue net when John B. Kennedy piloted a half hour devoted to the reunion of George M. Cohan and Sam Harris.... seemed good to hear their voices....along with the old tunes.

• • • *Back from Hollywood, Harry Hershfield is set to inaugurate a different type of amateur show on WMCA....date is Feb.* 19.... *"Hershfield's Laugh Parade" is what they will ask the radio editors to list....Harry, however, will seek out amateur humorists....hot from the parlor....apart from this, the humorist-cartoonist is again doing his "One Man's Opinion"....a role of serious commentator....*

• • • Jack Lavin hops back from St. Louis late this week....Whiteman is playing a local theater there....but the home office of the D'Arcy agency is also there....and Coca Cola was most likely the Lavin-Whiteman goal....as well as the local box office....In radio there are day and night shifts....but Dr. Voeller of Conquest Alliance is his own day and night shift....the foreign biz in his hair until 3 a.m. regularly....yet he manages to get a laugh en route....such as....one network in Chili sells 15-minutes for $3.75 and runs a wire from over the Andes for the hookup....

• • • *Hardeen....late Harry Houdini's brother....will saw a woman in half tonight on the Phillip Morris program....almost enough to make the Great Harry come through with a "message"....Charlie Martin's script will no doubt sell the Hardeen business on the ether....*

• • • Ned Midgely, Doug Connah, Mr. Hazard of BBDO trying to get a little work done while the office is being torn apart and a new ventilation system installed....Vance Babb, NBC manager of press, New York, back at his desk after a tussle with influenza....Ed Reynolds, CBS copywriter, confined to the hospital with jaundice....Dan Wickendon, CBS trade news division has a story published in the current issue of Story Magazine....Tom Foley, N. W. Ayer publicity, Rex Chandler, orchestra leader, out at Roosevelt Field looking over, new monoplane with a stock Ford V-8 engine in the nose.

• • • *Lord & Thomas—President George Washington Hill of American Tobacco et al in holding down the "Hit Parade" to seven leading numbers despite the* 15 *minutes to be added to the program.... will earn the gratitude and whole-hearted respect of the pop music industry....it seemed that the extra quarter hour would run it into an even ten.*

FOREIGN RADIO OUTLAY BOOSTED NEARLY 300%

(*Continued from Page* 1)
abroad, mainly in France and Luxembourg in Europe and in all Central and South American Countries. To date, billings are within 1,000 hours of the entire 1936 total.

Most active spot right now appears to be Cuba despite its continuous political upheavals, while Argentine for instance has clicked for years with amateur shows. One of the largest has been sponsored by Lambert Pharmacal Co., for its three products, Listerine, tooth-paste and tooth brushes. In all, about 60 national advertisers are represented and make consistent use of foreign radio. Trend is definitely toward live talent bought locally. Outlets for the most part have their stock companies and orchestras. Live talent preference is aided through the fact that electrical transcriptions cannot be made for general Latin American coverage because of the different Spanish dialects and the necessity of a so-called "neutral Spanish."

Philco to Demonstrate Practical Television

(*Continued from Page* 1)
Corp. will demonstrate, for the first time, their 441 line television. Show will be held at the Germantown Cricket Club, some distance from Philco's tele station at the company plant, W3XE.

Philco demonstration last summer showed pictures on a mirroring plate of 345 lines.

Extend "Ma and Pa" Time

Atlantic Refining Company's script show on CBS "Ma and Pa," will go to five times weekly beginning March 1. Sketch is now heard twice weekly, with Parker Fennelly and Maragret Dee playing the leads N. W. Ayer & Son, Inc., New York agency handles the account.

New Canadian Station

Vancouver, B. C.—Canadian Broadcasting Corp. announce Feb. 16 as opening date of new 5,000 watt transmitting station on LULU Island, B. C. and new studios in the Canadian National Raliways Hotel, Vancouver. Bearing the call letters, C.R.C.V. it will replace the present 1,000-watt transmitter and small studios.

ONE MINUTE INTERVIEW

ALFRED J. McCOSKER

"As an advertising medium, radio is now firmly established. No longer need the broadcasters stress the success stories and results in sales. Now they can concentrate on excellence of presentation, novelty of entertainment and originality of ideas."

WARNER BROS. *Congratulate* RADIO DAILY

FOR THE AMAZING MANNER IN WHICH IT WAS READIED IN TIME TO PROVIDE DAILY REPORTS OF THE SENSATIONAL NEW ADVANCES IN RADIO TO BE INAUGURATED THIS WEEK BY

STATION KFWB HOLLYWOOD



FIRST theatre built exclusively for broadcasting! Completely equipped for sponsors' sales meetings, including full-size motion picture projection booth!

FIRST station to employ the daring new accoustical treatment and technical design used for each of the four giant broadcasting stages.

FIRST organ loft constructed especially for radio!

. . . And the ONLY radio station in the world with the gigantic entertainment and production resources of Warner Bros.' world-famed studios augmenting its own nationally known and highly specialized musical, talent and creative staff!

New Accounts

NBC

BOWEY'S, INC., through Russell C. Comer Advt. Co., Chicago; RENEWS from March 8, Monday, Wednesday and Fridays, 5-5:15 p. m., 16 stations on Blue Network; 5:45-6 p. m., 5 stations on Blue. Program—"Adventures of Dar Dan."

C. F. MUELLER CO., through Kenyon & Eckhardt, Inc.; RENEWS from February 22, Monday through Friday, 10:45-11 a. m., on 6 Blue Network outlets. Program not indicated.

THE WRIGHT CO., through H. B. LeQuatte, Inc.; STARTS March 7, Sundays, 11:05-11:15 a. m., on WJZ only. Will advise on program.

CBS

MACFADDEN PUBLICATIONS, INC., (Liberty Magazine) through Erwin, Wasey & Co., Inc.; STARTED January 27, Monday, Tuesday, Wednesday and Friday, 11-11:05 p. m., on WABC only. Program—"Tomorrow's News Tonight."

WOR

HECKER PRODUCTS CORP. (Gold Dust and Silver Dust) through BBD&O, Inc.; STARTED February 1, Monday through Friday, 8:20-8:25 a. m. Beginning March 8, program will be on 5 minutes earlier.

MODERN INDUSTRIAL BANK, through Metropolitan Advertising Co.; STARTED February 8, Mondays 9-9:15 p. m. Program—Gabriel Heatter, news commentator.

R. H. MACY & CO., INC., RENEWS from Friday, February 12, Monday through Friday 8:30-8:45 a. m. Program—Martha Manning, sales talk and music.

Philadelphia

KEASBEY & MATTISON (bromocaffeine), through Geare-Marston Agency, started Feb. 1, for 13 weeks, daily participation in "Homemakers' Club." WIP.

MACKIE-HENKELS CO. (iodine jelly), through Feigenbaum Agency, started Feb. 1, for indefinite period, daily participation in "Homemakers' Club." WIP.

RADIO TALENT

For Every Program

CENTRAL ARTIST BUREAU, INC.

COlumbus 5-4323-4

1619 Broadway New York City

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 1 of a Series.

WIP—Philadelphia

1,000 Watts—610 K.C.

BENEDICT GIMBEL, JR., Pres. ALBERT A. CORMIER, V.p., Gen. Man.

ON March 16, 1922, they moved out the remaining phonograph records from a ten foot square room on the seventh floor of the Gimbel Building, and WIP, Philadelphia's first station, was on the air. Separated by a flimsy partition, was a room of similar size housing the control and transmitting equipment.

But the transmitter in question, is now a permanent exhibit at the Franklin Institute. WIP went places, guided by the leadership and public service as indicated to Gimbel Brothers. Enroute, the outlet, through special events features, stunt broadcasts and all-around radio showmanship, built itself an enviable reputation. The pace with technical progress was also kept, and on its fifteenth birthday, new $100,000 studios were opened, representing the utmost in construction, engineering facilities and beauty of appointments.

* * *

HOWEVER, the organization does not know the meaning of resting on one's laurels and the top-notch staff is seeking further laurels if anything. Above all it is a "pioneer voice" which must uphold the finest traditions of the broadcasting industry. The payroll covers a staff of 60. WIP's "first" log is an index of initiative management.

WIP "FIRSTS"

First Football Game on the Air. Penn-Cornell. 1922.
First Children's Program on the Air. Uncle WIP. 1922.
First Dance Orchestra to broadcast from a remote point. Charlie Kerr from Cafe L'Aiglon. 1922.
First Women's program on the air. WIP Homemakers' Club. 1923.
The Ocean Waves on the air from Atlantic City Steel Pier. 1924.
First broadcast from bottom of the sea. 1924.
First series of Street Interviews. 1926.
First Television Broadcast of a children's program. 1934.

* * *

CURRENTLY, a smart move on the part of WIP is its deal with local newspaper in a time and space swapping proposition. Each medium plugs the other as though paid advertising and money actually exchanged. The deal involves the equivalent of $570 in newspaper space and radio time each week. The newspaper's advertisers are aided by WIP time, also the newspaper itself. The station makes no actual monetary expenditure for space in the dailies and uses it as it sees fit. The "Philadelphia Inquirer" is concerned in the $570 weekly deal and last year the "Philadelphia Ledger" was in on a similar setup, but this year time could not be cleared.

An offshoot of these newspaper deals brings out at least one important point. The association between the station and dailies gave a foundation to a more amicable understanding between press and radio. Strained relations vanished.

WIP gets along fine with the newspapers.

AL CORMIER, among other things, has an excellent background in the sales field; Benedict Gimbel, Jr., while neither the shrinking violet nor over-impulsive executive, takes a very active part in the everyday life of his station.

Seeks Station Permit

Morristown, N. J.—Colonial Broadcasting Co. of this municipality has asked the F.C.C. at Washington for authority to construct a radio station to be operated here. The applicant seeks to operate on 620 kilocycles, with one kilowatt power, and unlimited time.

Third "Ranger" Account

San Francisco—Third account will join in sponsorship of "The Lone Ranger," dramatic sketches on Mutual network, when the Kilpatrick Marvel Bakery company takes its local time. Emil Reinhardt is the agency. "Lone Ranger," an MBS show of long standing originates in Detroit (WXYZ) for the Gordon Baking Company and is heard in New York via WOR. Local sponsor in Los Angeles has had the program wired since first of the year.

New Program at WMAS

Springfield, Mass.—Two new commercials were added to the program at WMAS this week. Allied Baking Co. is now presenting a one minute weather report shortly after noon on Sundays; and the local branch of Dutchlands Farms, string of roadside stands, is on the air for five minutes Sunday nights.

Add new sustaining programs at WSPR: The Hour Between, replacing Rytham Matinee on Wednesdays from 3:15 to 3:30; and Loyd and Alta replacing the Oklahoma Cowboy, 9:30 to 9:45 Thursday mornings.

Emerson Radio In N. J.

Trenton, N. J.—Papers of incorporation have recently been filed here for the Emerson New Jersey Incorporation of Newark, as Emerson radio distributors. Papers list David B. Silver of Newark as agent.

Short Waves

SHORT wave transmission from Daventry, England, has begun via GSL, coming through on 6.11 megacycles. Americans may catch programs from 6 to 8 and 9 to 11 p.m. E.S.T.

NBC's "Music Hall on the Air" and the "Woman's Page" took their places recently on the regular series of short wave broadcasts to South and Central America via W3XAL, Latin American listeners will hear Music Hall every Sunday and the other feature on Fridays. Spanish announcements will be made.

CMA-5, Cuba, now operating on 9.9 megacycles during New York evening hours. Call letters not used, so you take what you get. Programs are usually commercials.

HS8PJ, Bangkok, Siam, has abandoned the 10.95 megacycle channel and conducting experimental transmissions via 10.02. Tests are identified by the sound of a gong, struck three times. English, Siamese, German and French announcements are made.

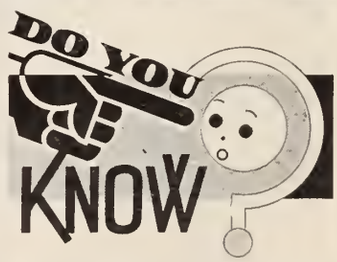
TIPG, San Jose, Costa Rica, has been heard recently sending special programs in English, Saturdays between 9 and 10 p.m. E.S.T. Barring code interference, station is heard well in this area via 6.41 megacycle channel.

Packard Renews

Packard Motor Co., renewed both time and talent on its NBC show from Hollywood starring Fred Astaire, Tuesdays 9.30-10.30 p.m. This sets the show until August 31. Agency is Young & Rubicam, Inc., New York.

Son for Ned Midgely

Charles E. (Ned) Midgely, Jr., BBDO, New York, radio time buyer, and Mrs. Midgely are the parents of a son, Charles E. III.



February found less than 30 visual broadcasting (television) licensus in the U. S. RCA and subsidiary NBC held eight experimental ones, including two mobile units, CBS had two, and others at least two each. University of Iowa, Kansas State and Purdue have one or more experimental stations.



Note: If Leo's roar should be extra loud please remember he's just a bit puffed up about "Camille", "After The Thin Man" and other hits, topped off by the sensational success of his newest Roadshow "The Good Earth" in Los Angeles and New York.

☆ STATION FLASHES ☆

WOR enlarging present quarters. Expects to occupy entire 23rd floor by end of the month.

George Engelter, Iowa network traffic manager gone to WIRE, Indianapolis, in similar capacity . . . Bill Rothrum, program director at Auburn's WMBO to WSYR, Syracuse, as announcer. He didn't get fired, Col. Wilder hired him. Wilder also reached out to Utica and took Ray Servatius, WIBX continuity writer. He'll do the same job in Syracuse.

WNBX, thousand-watter at Springfield, Vermont, has been re-financed and will hereafter operate under new management.

WNRI, Newport, R. I., has been incorporated by a group consisting of W. Paul Oury, former manager of WPRO, Providence, R. I.; S. George Webb, Newport, and Howard Thornley, of Pawtucket.

Of the nine Connecticut stations, WTIC, Travelers' 50,000-watter, is the only NBC-Red basic, in addition to its Yankee network affiliation. The Yankee association now leaves WDRC entirely CBS basic.

Charles Greenblatt, Waterbury, has applied to FCC for operation on 1190 wave length, from which WATR is moving to 1290.

John S. Allen and G. W. Covington have been notified that FCC has approved application to install a new station at Montgomery, Ala.

WMAS, Springfield, Mass. is planning a $65,000 broadcasting station at suburban Agawam.

McClatchy stations KFBK, KWG and KMJ have been added to the 10 NBC outlets for American Tobacco Company's "Your Hit Parade." Honolulu will also receive the program regularly.

WATR now has the WMCA intercity connection which was formerly WBRY's which has obtained the Colonial Mutual franchise. WATR has also installed a short-wave transmitter using the call letters WIXVL.

Flood Makes 'Em Kin

WSM Mobile transmitter crew consisting of Jack Harris and Jack DeWitt report a believe-it-or-not item from Paducah. While covering flood, men noticed a barn practically submerged. On one end were five cats. Ten feet away were five rats. No feuding. All watching water carefully.



LEO REISMAN

F. & M. Schaefer Brewing Co.
WOR (MBS network) Sunday, 9-9:30 p. m.
B. B. D. & O., Inc.

SMOOTH, PLEASING MUSICAL, WITH BEER COPY DISCREETLY HANDLED.

Leo Reisman heads this new "Nine o'Clock Revue," said program reported as having cost him the Phillip Morris cigaret contract of long standing. Nevertheless, hardly anyone would believe the maestro would do anything not coming under the head of good business. With Reisman is the up and coming young baritone, Ray Heatherton; The Three Symphonettes, fem vocal trio; Fred Uttal, as the announcer-Man About Town, while Eve Symington, socialite night club warbler, was guest artist. Airing is from the New Amsterdam Roof theater-studio.

Show is a well balanced entertainment of the usual rhythmic Reisman tunes, interspersed with ballads by Heatherton and a few spots filled here and there by the Three Symphonettes. Uttal and Miss Symington filled in considerable continuity and lead-ins for songs under the guise of imaginary trips to various theaters or night clubs about town. These interludes helped as cues for the orchestra to great extent and added a somewhat different touch. Miss Symington handled her lines nicely and Uttal proved no slouch either. Former also contributed a couple of vocal numbers.

Beer credits were soft pedaled yet effective. "Beer at Its Best," was the slogan. Show bucks Winchell for his quarter-hour period, also another musical as well as the Ford concert.

AUNT JENNY'S REAL LIFE STORIES

Lever Bros.
WABC (CBS Network) Tues. Through Fri., 1:45-2 p.m.
Ruthrauff & Ryan

DRAMATIC PLAYLETS WITH POPULAR APPEAL PLOTS HOLD GOOD HUMAN INTEREST.

The several domestic and romantic playlets already offered on this recently inaugurated program have held to a good average. Some of them actually were topnotchers for strong human appeal, notably the one about the girl who brought up an abandoned baby boy and later was obliged to go and find his father, a supposedly heartless man, who turned out to have been a victim of circumstances. Tear-jerking is not easy on the radio, but this one did it, and some of the others haven't been far behind, although the skit about a mother obsessed with a mad ambition to make a vocal star out of her daughter, because the mother herself had been sidetracked from such a career, was a little too strained. The dramatic end of the program is led up to by some introductory narration by Aunt Jenny, an ingratiating type, who at the same time puts over her little commercial talk with the announcer. Some of the stories are being given serially in two or three installments.

"GOOD WILL HOUR"

Sustaining, on WMCA (Inter-city Network), Sunday, 10-11 p. m.

STATION THAT ORIGINATED THE LATE "GOOD WILL COURT" HAS A LIKELY SUBSTITUTE, APPARENTLY FOOLPROOF YET ALONG THE SAME LINES.

Strong possibility that if the J. Walter Thompson agency has this idea ready to follow immediately upon the heels of the "Good Will Court" the Chase & Sanborn hour may have continued pretty much the same show basically, yet avoided the censure of the Bar. Program still uses visitors, with minor or major troubles, but not so much of the police court type of woe, nor those that call for civil action. When the services of an attorney is indicated, applicant is advised to obtain one. Otherwise, the procedure is to give kindly and philosophical advice, as dispensed by John J. Anthony. He has his announcer and secretary at hand to help.

As it stands, the hour is a cross between a "Voice of Experience" type of advice and some of the direction handed out on the "Good Will Court," but of course Mr. Anthony does not have any jurists present. He voices his advice and opinions both to the applicant (who remains anonymous of course) and to the listeners at large. Most of those seeking advice did not seem to strike so dramatic nor embarrassing a note as many on the "Good Will Court," but there is nothing to prevent a more tense atmosphere being injected if it is believed that it will make for a stronger show or more showmanship. Anthony seems to bend over backward in seeing that no discordant note is sounded in his careful handling of the situation.

"Samples" of Music

Heestand-Stuart Music Co. of Oklahoma City airing weekly show over WKY featuring school bands and individual child musicians. Company, selling music instruments, picks bands and soloist from clients. Numbers used on program are those included in instruction courses offered by sponsor. Two weeks have brought increased sales, and innumerable inquiries.

☆ *"Quotes"* ☆

"I BELIEVE very few people—apart from those directly involved in the process—realize the great change wrought in the orchestration of popular music by the advent of the microphone. The result has been that for broadcasting purposes the orchestration for every instrument has had to be refined and enriched and embroidered. In fact, the microphone has revolutionized and developed the orchestration of popular music far beyond the wildest dreams of jazz arrangers a few years ago."—JOHNNY GREEN.

"The role of National Broadcasting Company in television will be operation of transmitters, programs, and, when it becomes available for commercial use, serving sponsors. In order that we may be prepared to do our part, our engineers are daily putting apparatus on the air under practical conditions. With the experiments going on daily, we feel that when the time is ripe to offer television to the public, NBC will be prepared to do its part."—MAJOR LENOX R. LOHR.

"At a conference of governors in Colorado Springs, August, 1913, Carl G. Fisher of Indianapolis proposed an unusual national memorial to Abraham Lincoln. The result is the Lincoln Highway from New York to San Francisco." — (Narrator CBS American School of the Air).

"In London, England, the authorities were once greatly disturbed over the number of persons who committed suicide by jumping from an old bridge into the Thames. Some one suggested painting the dark, gloomy bridge with light, cheerful paint. When this was done, the number of suicides decreased materially." — (Narrator, The Story of Industry, CBS.)

"A good dance orchestra leader shouldn't have to conduct—except at rehearsal. I'm not implying that on orchestra doesn't need a conductor at all. But the leader should know how to build his players into such a perfect unit at rehearsals that when they finally go before the public he could take a vacation if the public would allow it." . . . BENNY GOODMAN.

Out After Biz

Detroit—Radio Station WXYZ decided in favor of expansion. The result is . . . they're enlarging their selling department and moving the personnel around. They're putting the staff in space once occupied by the former vaudeville bocking department of the United Detroit Theaters Organization. . . . that means the fourth floor of the Madison Theater building.

Hundreds of stations on the red and blue networks plug "A Thousand Dreams of You", the hit song from YOU ONLY LIVE ONCE, Walter Wanger's first production for United Artists!

KDKA, Pittsburgh, dedicates time to GEORGE SCHAEFER DRIVE by interviewing ANDY SMITH, General Sales Manager of United Artists, who spoke on forthcoming product!

Louella O. Parsons "Hollywood Hotel" hour broadcasts special GARDEN OF ALLAH show with CHARLES BOYER and DAVID O. SELZNICK!

Blue network broadcasts presentation of U. S. Junior Chamber of Commerce Award to WALT DISNEY as "Outstanding Young Man of the Year"!

UNITED ARTISTS
***congratulates* JACK ALICOATE,**
publisher of RADIO DAILY,
for putting on paper fresh radio news even before it becomes a reality in millions of American homes!

All five Washington motion picture critics go on air over WMAL to give tremendous sendoff to "YOU ONLY LIVE ONCE", WALTER WANGER'S first for United Artists via coast-to-coast interview with SYLVIA SIDNEY!

Jimmy Fidler, radio's Hollywood Reporter, tops his list of the ten best pictures of the year with SAMUEL GOLDWYN'S "DODSWORTH" and "COME AND GET IT"!

Major foreign chains and Canadian Broadcasting system hook up for full hour American program by entire cast of Mary Pickford's and Jesse L. Lasky's ONE RAINY AFTERNOON. Another U. A. broadcast heard all over the world!

RCA's coast-to-coast "Magic Key" program broadcasts REMBRANDT from the Denham Studios, England, with CHARLES LAUGHTON and ELSA LANCHESTER reenacting scenes under ALEXANDER KORDA'S direction.

☆ Chatter ☆

DON BESTOR, ork leader has split with S. K. Kushner, his personal manager and the Music Corporation of America. He will go with the Consolidated Radio Artists immediately.

Burns and Allen celebrate five years of uninterrupted broadcasting on Feb. 17. They switch sponsors in April, when they will begin a series for General Foods. Current sponsor, Campbell's Tomato Juice has signed Ken Murray to replace B. & A.

Lee Roberts, KCMO announcer, is back at the mike after 10 days in bed with the flu.

Toni Gaye is vocalizing with Dave Schooler and his Hotel Piccadilly band over WOR thrice weekly.

Helen Gleason, star in "Frederika," may go on the Magic Key hour.

Arthur Boran, CBS mimic, has been asked to join Gus Edwards' radio show on the Coast.

May Singhi Breen and Peter de Rose are forming a Radio Esperanto Club.

Jack Pearl, as the resurrected Baron Munchausen, began his second 13 weeks series of broadcasts over the NBC network yesterday. "Sharlie" (Cliff Hall) was also present.

"Transradio News" with Frank Singiser will be presented by the Anderson Company over WOR on Sundays at 10 to 10:15 A.M. instead of 11 to 11:15 P.M. as heretofore. The date is Feb. 14.

Norman Boggs has left Station WAAF, Chicago, where he directed the sales staff for the past two and a half years to join the sales staff of WGN, The Chicago Tribune Radio Station.

Philip Kerby, former copywriter for Geyer, Cornell & Newell, Inc. has joined the NBC sales promotion department, New York, to do the same kind of thing there.

Stuart Hawkin, assistant to Bertha Brainard, NBC commercial program manager for two years, has sent in his resignation.

Pick and Pat (Pat Padgett and Pick Malone) will desert the NBC Maxwell House Showboat and the CBS U. S. Tobacco Pipe Smoking Time for just two weeks. They'll be golfing and fishing in Florida on their annual vacation.

Clifford Glick succeeds James Post as radio director of Consolidated Radio Artists, Inc., New York. Margaret Flynn formerly with NBC has also joined the radio department.

Harold C. Higgins has been added to the WOR Chicago sales office as a salesman and Dorothy E. Miller is now secretary to R. J. Barrett, Jr., manager of the WOR office.

The Canadian Broadcasting System is collecting radio recordings with a view to establishing a museum of historic broadcasts. Included in the collection will be the late King George's Christmas message, the Economic Conference in London in 1933, and the farewell address of King Edward VIII.

Frank Quinn has been appointed national sales manager for KLZ, Denver. Quinn has been with KLZ for five years and was given the promotion as a reward for his splendid sales record since he has been with KLZ.

Walter Framer, Pittsburgh free lance radio commentator, moved his "Show Shopper" from WWSW to KDKA and switched his "Pittsburgh Backstage" program from WJAS to KCAE. Both programs are commercials.

Sondra Lee, veteran staff songstress over WWSW, Pittsburgh, married Robert J. Osborne last week.

Joseph Keeley of the N. W. Ayer & Son, Inc., publicity staff in New York and Howard Stephenson, editor of "American Druggist," have collaborated on a book entitled "They Sold Themselves" which will be published by Hillman Curl, Inc., New York, on March 11.

Bob Smith, former script writer at CBS, transferred to program service department. He will be located in Leonard Hole's office.

Arthur B. Church, president of Midland Broadcasting Co., operators of KMBC, is vacationing in California with Mrs. Church. They will be joined by Mr. and Mrs. "Chuck" Myers of KOIN Portland for a trip to Mexico City. Mr. and Mrs. Church are expected to return to Kansas City about March. 1.

Chet Santon has been appointed to the Waterbury staff of WBRY as announcer, a la Edwin C. Hill.

J. Vincent Callanan has replaced Richard Ponsaing as WICC commercial representative in New Haven.

A new series of Half Hours of Drama will be presented on WELI, beginning today at 2 P.M. Arthur Geto of the Yale Graduate School will produce the shows.

Burt Gordon and Tommy Mack have been signed by Gillette for Community Sing show. Mack has a two-year contract with the company and has also been signed by RKO pictures.

F. C. C. CALENDAR

Washington Bureau of THE RADIO DAILY

TODAY

NEW—Metropolis Co., Jacksonville, Fla.—C. P., 1280 Kc., 250 watts, unlimited time.

KARK—Arkansas Radio & Equipment Co., Little Rock, Ark.—Modification of C.P., 890 Kc., 1 KW, unlimited time. Present assignment: 890 Kc., 500 watts, 1 KW LS, unlimited time. Hearing before an examiner.

WEDNESDAY, FEB. 10

NEW—Cadillac Broadcasting Co., Michigan Corp., Dearborn, Mich.—C.P., 1140 Kc., 500 watts, daytime.

NEW—West Texas Broadcasting Co., Wichita Falls, Texas. C.P., 1380 Kc., 1 KW, unlimited time.

NEW—Wichita Broadcasting Co., Wichita Falls, Tex.—C.P., 620 Kc., 250 watts, 1 KW LS, unlimited time.

KFPL—C. C. Baxter, Dublin, Texas—Voluntary assignment of license to WFTX, Inc.; 1310 Kc., 100 watts, 100 watts LS (C.P., 100 watts, 250 watts LS) unlimited time.

KFPL—WFTX, Inc., Wichita Falls, Tex.—C.P., 1500 Kc., 100 watts, 250 watts LS, unlimited time. Present assignment: 1310 Kc., 100 watts, 250 watts LS, unlimited time. Hearings before an examiner.

THURSDAY, FEB. 11

NEW—Telegraph Herald, Dubuque, Iowa—C.P., 1340 Kc., 500 watts, daytime.

WKBB—Sanders Brothers Radio Station, Dubuque, Iowa—C.P., to move. 1500 Kc., 100 watts, 250 watts LS, unlimited time.

NEW—Glenn Van Auken, Indianapolis, Ind.—C.P., 1050 Kc., 1 KW, daytime.

WSBT—South Bend Tribune, South Bend, Ind.—C.P., 1010 Kc., 1 KW, unlimited time. Present assignment: 1360 Kc., 500 watts, share WGES.

WEMP—Milwaukee Broadcasting Co., Milwaukee, Wis.—C.P., 1010 Kc., 250 watts, 500 watts LS, unlimited time. Present assignment: 1310 Kc., 100 watts, daytime.

NEW—Dr. F. P. Cerniglia, Monroe, La.—C.P., 1500 Kc., 100 watts, unlimited time. Oral argument before Broadcast Division.

FRIDAY, FEB. 12

NEW—Harold Thomas, Pittsfield, Mass.—C.P., 1310 Kc., 100 watts, 250 watts LS, unlimited time.

WMBD—Peoria Broadcasting Co., Peoria, Ill.—C.P., 1440 Kc., 1 KW, 5 KW LS, unlimited time. Present assignment: 1440 Kc., 500 watts, 1 KW LS, unlimited time. Hearing before an examiner.

Static

LAST September, when Wendell Hall was engaged for the Gillette "Original Community Sing," it was announced he would feature his greatest success—his own composition, "It Ain't Gonna Rain No More." But at that time the middle-west was affected by a severe drought, and G. Bennett Larson, in charge of production for the program, thought it best to drop the song. Now an exactly reverse situation has occurred. Because of the millions of people afflicted by the present wide-spread flood conditions, Larson feels that any song pertaining to rain must of necessity be eliminated from the program.

NBC's newest sensation, Hildegarde, made many radio stars happy when she issued the statement that "television is the best reducing medium in the world. The lights placed over one's head keeps the thermometer hovering around 90 degrees. As a result, says she, "after four performances, I lost more than nine pounds."

Graham Gladwyn, formerly with WTIC and the Hammer advertising agency, Hartford, has joined the Yankee network staff.

Walter Haase, WDRC secretary, Hartford, is on a Florida vacation.

Jack Kofoed, WHN sports editor sniffed last week's snow, shivered, quit his job and headed for Sunny Cal.....by the same token, Bob Elson, Chicago WGN's sports critic headed for San Diego. He'll travel with the Cubs.

No wonder Rae Eleanor Ball, Philadelphia WCAU's violinist wows 'em. She plays a rare old Gagliano, 175 years old, valued at $25,000.....WHO in Des Moines went to the right spot to pick a sales manager. Station signed Hale Bondurant, prexy of Des Moines ad club.

Fred Norman Productions has formed a new radio comedy writing battery unit consisting of Howard Blatteir (who has been writing material for Fred Allen)—Mel Aaronson (who's been with Jack Benny—and Phil Goldstein—a newcomer.....Also auditioning "That's My Pop" (from the Milt Gross script) with Harold Moffatt (from "High Tor") and children from "Dead End".

Jack Denny, Mr. & Mrs. Jesse Crawford and Maurice Spitalny are latest additions to the roster of Consolidated Radio Artists, Inc. WNEW music director, Max Pitt, is the contractor for the Hit Parade shows.

Yehudi Menuhin and his sister Hepzibah will broadcast together for first time on the Ford Sunday Symphony hour Feb. 28.

Here's wishing the top of the town to Jack Alicoate, Publisher, and Marvin Kirsch, Business Manager, on their new publication "Radio Daily." We are sure it will do the same valuable and constructive job in the radio field that "Film Daily" has been doing for over 17 years in the motion picture field.

The New Universal

NBC COVERS THE



This map shows how NBC Microphone Crews covered 1800 miles of flooded areas along the Ohio and Mississippi Rivers. On the scene from the very first, their swift and vivid accounts brought word from every section.

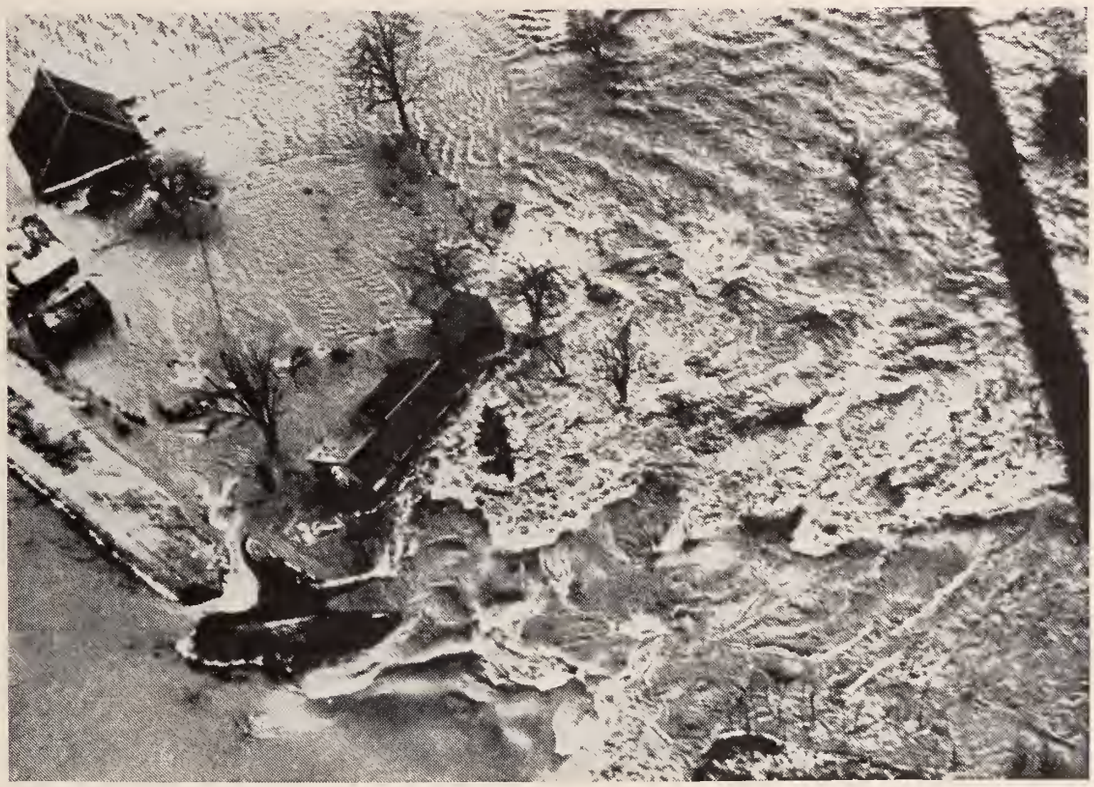
NBC Crew at scene of flood broadcast



THREE MEN IN A BOAT . . . On Main Street! NBC had 9 complete crews on the scenes of the flooded areas within 24 hours. Here are NBC engineers and commentators giving the world a first-hand eye picture of the calamity, the worst in our history. NBC not only carried the news, but helped in rescue and relief.

FLOOD FRONT....

to keep a waiting world informed



The *first* flood broadcast was made by NBC at Kennett, Missouri, on January 20th. It was the *only one* that day—and the first of many NBC broadcasts during the week that followed!

From every point, NBC Microphone Crews—announcers, commentators and engineers—kept a waiting world informed. They broadcast from 'planes . . . from boats in the tide-washed floods of Main Streets . . . from mobile units which often replaced the crippled radio transmitters in the cities of the affected areas.

More than 100 Pickups from 21 Cities in 11 States

Over the great NBC Blue and Red Networks of 116 stations sped more than 100 broadcasts in that one week. Broadcasts ranging from 10 minutes to 1 hour described conditions as they developed. American Red Cross appeals brought instant and generous response to the stricken. Crisp news summaries crackled into the air from coast to coast. America heard the news—NBC was on the scene.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

We feel sure

THAT EVERYONE WILL FALL HEAD OVER HEELS in LOVE

with

RADIO DAILY



as

Everyone will when they see GB's newest

Jessie

MATTHEWS

Dance-Sing musical

HEAD OVER HEELS in LOVE

Radio listeners from coast to coast are currently being regaled with the outstanding song hits from the picture . . . songs by that famous duo of lilting melody makers . . . Gordon and Revel.

The songs that all outstanding orchestras are now playing and famous radio stars are now singing nightly over coast-to-coast networks of all stations.

"May I Have the Next Romance with You" . . . "Head Over Heels in Love" . . . "Lookin' Around Corners For You" "There's That Look in Your Eyes Again" . . . "Through the Courtesy of Love" . . . "Don't Give a Good Gosh Darn"

DIRECTED BY SONNIE HALE • NATIONAL RELEASE—FEBRUARY 20

GB

Canada Distributors
Empire Films, Ltd.



ELMER PEDERSON, national sales manager for Columbia, with headquarters in Los Angeles, has left for a tour of Columbia's Pacific Coast stations.

Buck Jones will be star of his first radio show, a three-times-a-week Western serial titled "Hoof Beats," to be released beginning March 8. Installments will be 15-minute transcriptions, using, at the start, twelve East and Midwest stations. Putting the show on records started this week (Feb. 8) in the studios of Recordings, Inc. Raymond L. Morgan agency is producing the serial for Young & Rubicam to advertise Grape Nuts Flakes.

Lud Gluskin, who has been conducting the Coast to Coast Fiesta sustaining program for Columbia Saturday nights, went off the air last Saturday to make way for the lengthened Lucky Strike program, which went from 30 to 45 minutes. Gluskin is auditioning for several possible sponsors to come back on a new spot.

National Broadcasting's artist bureau has signed Elza Schallert through 1938 and with an option for '39 to continue her movie celeb interviews, coast to coast on the Blue network Friday nights.

Hollywood — John Kennedy, formerly with KFAC, has joined the announcing staff of KHJ, Mutual's Coast key station.

Gilmore Circus, radio high spot up to the time it went off the air two years ago, comes back by way of National's Red network starting Feb. 20. It will have the 8 to 8:30 PST spot, Saturday nights. The show will use Cliss Clark, the original barker, as emcee, Felix Mills orchestra, and a variety show with talent changed for each program. Raymond L. Morgan company is producing the show.

Marshall P. Tate has been added to the selling staff of Don Lee and Mutual, as account executive to handle local and network sales.

KNOW YOUR INDUSTRY

"SERVICE BAND" is a band of frequencies allotted to a certain type or class of broadcasting.

"COMMUNICATION BAND" is a band of frequencies modulated and actually for a given type of transmission.

U. S. News *in* Tabloid

WOWO Moving

Ft. Wayne, Ind.—Station WOWO is moving its studios from present location on West Main street to the Fox building. New set-up will begin functioning April 1. Building name to be changed to Westinghouse Bldg. after owners of station.

Radio Gets Biz Voice

Philadelphia — For the first time, a member of the radio industry is represented on the board of directors of the Philadelphia Chamber of Commerce. One of the four new members elected to the board at the chamber's annual membership meeting last Thursday was Sayre M. Ramsdell, vice-president of the Philco Radio and Television Corp.

Canada Gets Waxies

Winnipeg — All-Canada Broadcasting System, Winnipeg, has set deal to represent Standard Transcriptions Library and the Earnshaw Radio Productions. Both are wax houses of Los Angeles. Pan-Canada will handle their business across the Dominion.

KGFG Expansion

Oklahoma City. — KGFG is erecting new studios, transmitter and tower at a cost of $25,000. New headquarters will be ready sometime between March 1 and 15.

Officers of station are Harold V. Hough, president; Abe Herman secretary; Paul Whetzel, station manager; Paul Benning, program director, and W. E. Robitzer, manager commercial department.

WCAU Mobile Unit

Philadelphia — John G. Leitch, WCAU chief engineer, has hitched the station's short-waver, W3XEO, to a truck, transforming the ultra-high frequence transmitter into a mobile unit. Truck will first be pressed into service for a proposed series on "Historic Philadelphia," an announcer turning truck-driver for descriptive pick-ups of local interest points.

Bill and Bob Join WHO

Des Moines — New artists joining the staff of WHO are Bill Osborne and Bob Balentine, known as "Bill and Bob" on the National Farm and Home hour of WGN, Chicago. They will be heard every Saturday night over WHO on the Iowa Barn Dance Frolic program.

Fidler's New Sponsor

Chicago—H. W. Kastor Agency has brought Jimmy Fidler show for Procter & Gamble's Drene shampoo with March 4 as starting date. Fidler will do the same Hollywood gossiping from west coast as currently sponsored by Ludens. Same NBC red network hook-up and time for show. Fidler has been given a three-year contract with option and salary revealed at $2,500 weekly.

Join Television School

Kansas City—First National Television, Inc., operating radio station KXBY and the First National Television School, announced the following changes on the staff of the school: F. M. McQuistion, formerly in the advertising department of the Skelly Oil Co., has been employed to handle advertising and promotion; Leslie Hotsenpiller, formerly with TWA, to conduct classes in the field of aeronautical radio engineering; Wayne Miller, formerly engineer at WHO, Des Moines, and more recently with RCA Manufacturing Co., Camden, to the engineering and research staff.

F. C. C. Rulings

Washington Bureau of THE RADIO DAILY

Washington — Chicago branch of the Columbia Broadcasting System yesterday applied to F.C.C. for extension of authority to transmit programs to stations CFRB, Toronto and CKAC, Montreal and to stations of Canadian Radio Commission or its successor.

Ralph L. Walker, F.C.C. examiner yesterday recommended to commission that request for license of Hildreth and Rodgers Co., Lawrence, Mass. be granted and that request of Old Colony Broadcasting Co., Brocton, Mass. be denied.

Changes in Virginia

Richmond, Va. — FCC has granted the Times-Dispatch Publishing Co., Inc., permission to construct a new broadcast station in Richmond and approved removal of WPHR, owned by the Richmond News Leader, from Petersburg to Richmond.

WRVA has applied for an increase from 5,000 to 50,000 watts. Another Richmond station, WMBG, operated by Havens & Martin, was granted an increase in power from 250 watts during daylight and 100 watts at night to 500 watts of unlimited time, and the frequency was changed from 1,210 kilocycles to 1,360.

5,000 for Kiddie Program

Philadelphia—WIP will mark the 5,000th broadcast of the Uncle Wip's kiddie show on Feb. 12 with a special visual commemorative program. Highlight will be a brief talk by Major Edward A. Davies of the John Faulkner Arndt Advertising Agency who originated the show in 1922. Show is the oldest children's program in the history of American radio.

Parkyakarkus Honeymooning

Parkyakarkus (Harry Einstein), former Eddie Cantor stooge, who was married Sunday on the coast, is honeymooning in Ensanada, Cal. The bride is the former Thelma Leeds of the radio, screen and stage.



LLOYD THOMAS of station ROX, Rockford, heading movement here to revive the currently defunct Affiliated Broadcasting Co. Indications are that if net is revived, it will be without the aid of three former heads.

Trio is Ota Gygi, Samuel Insull and T. E. Quisenberry. They definitely will not be connected with the new venture.

Gertrude Niesen of CBS will open Feb. 12, for indefinite engagement at the Chez Paree here. This will be the first club appearance of the famous star of stage, screen and radio since she went to Hollywood last June.

Weed & Co. have been appointed New York station reps by Leslie R. Atlass for WIND, his Chicago-Gary station.

For first time in years Walgreen Drugs relinquish sponsorship of baseball over WGN, Chicago Tribune station. New account taking over time is P. Lorillard, makers of Old Gold cigarets. Lennen and Mitchell agency handling and price disclosed as $95,000, highest ever paid WGN for airing games.

Station representative firm of Hollingsbury and Craig have obtained exclusive rep rights to station WHAM, Rochester, N. Y. Outlet formerly Trans-American station.

An appeal from the decision denying Frank Crumit an injunction against WHN from using his phonograph records will probably be filed shortly. Both artists and stations agree that it is unwise to accept the case as setting a precedent for New York State for several reasons, most important of which is Crumit's dual position as a performer and composer.

One of the first jobs to be tackled by Pete Nelson as new radio time buyers for the Blackett-Sample-Hummert agency here will be the arrangement of one of the largest announcement campaigns in recent radio history. Will signature some $300,000 worth of contracts for four announcements daily in around 60 markets, to start on Feb. 15 for Lava Soap (Procter & Gamble.)

Coming Events

June 1-10: Radio-television exposition, Moscow.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

Feb. 11: General Electric Supply Corp. sales convention, Charlotte, N. C.

Would Tax Stations As Public Utilities

Denver—A bill has been introduced in the Colorado State legislature that, if passed, would make radio stations public utilities and place them under the jurisdiction of the state tax commission for taxing purposes.

Bill Asks Tax On Sets

Salem, Ore.—A tax of $5 on each radio receiving set in the State of Oregon, is provided in a bill which has been placed in the hopper at the present Oregon legislature.

Revenues from the tax would be used for old-age assistance. The bill is similar to the one now pending before the Maryland legislature. The first year's tax would be paid by radio retailers and thereafter by the owners of radios.

Newspaper Chain Plans Two New Stations in Ohio

Salem, O.—Ohio Broadcasting Co. has filed application with F. C. C. at Washington for permission to establish radio stations at Salem and East Liverpool.

The Brush-Moore Newspapers, Inc., own all the stock in the Ohio Broadcasting Co., it was said. The new broadcasting company seeks to operate a 250-watt station at Salem and a 500-watt station at East Liverpool.

Showmanship

Air Shows at Breakfast

KYW in Philly airing two breakfast time shows which are accounting for 58.1% of the station's total mail. Fifteen minute program tagged "The Happy Clarks" hits the air 7:15 a.m. and features a trio of gospel singers. Though a sustainer, program has, from time to time offered printed pamphlets of the various books from the Bible, sometimes combining a number of them in form of a miniature book. Philadelphia, noted as city intensely interested in programs of a religious nature, gives consistently high written praise to Clarks. Program drew 1,851 responses over a thirty-five day period.

"The Magic Musical Clock", other six-a-weeker, reaches the air at 8 a.m. and continues for one full hour. Sponsored by a soap maker, program employs staff announcer to mcee the show, interspersing time signal, weather reports and some news and nonsense among the recorded tunes. Sponsor recently offered carving set to listeners sending in evidence of a purchase of product together with twenty-five cents. Program set a new station all-time high when 4,293 box tops and coins were received.

Singing Lady's Idea

IRENE WICKER airing fifteen minute program tagged "Singing Lady" five times weekly over the NBC net at 5:30 P.M. For the past month has stretched Friday show to half hour and presented special operettas for children. Recently sponsors announced that any teacher, playground instructor or child welfare organization sending in evidence of purchases of two boxes of product together with ten cents in coin would receive complete script, musical score and settings of Friday show. Choice of any Friday script offered. Returns at an unusual high considering applicants are limited.

Gab Boosts Sales

Charles T. Heibron Shoe Co. recently enlarged advertising budget to include radio. Now broadcasting a fifteen-minute three-a-weeker over the Iowa Network. Program consists of dramatizations of conversations overheard in their store. Stunt being to show that a satisfied customer can ad-lib a better sales talk than a script writer can turn out. Sponsor, well satisfied with show, claims sales jumping weekly since company hit the ether.

Philadelphia listeners getting mild doses of institutional radio plugs, but don't know it. WFIL has contest tie-in with "Classified News of the Air" show airing four times daily including spots and platters, giving a single key word each broadcasting day. Add words together and message tells that radio advertising is the greatest media in the world. Listeners offered free ducats to movie houses weekly for the best 100 sentences submitted to station. Pix houses getting cuffo plugs in exchange for the passes.

Ewing Branching Out In Gulf Radio Field

New Orleans—P. K. Ewing, executive of WDSU here, confirms purchase of WGCN at Gulfport, Miss., and plans to erect a station between Greenwood and Grenada, Miss. He denied he would sever his connection with WDSU, but said his son, F. C. Ewing, would operate the Gulfport property.

The Grenada project, a 250-watter, will be the first station in North Mississippi.

WGCN covers the crowded Gulfcoast recreation region and will have a construction program which will place transmitters between Gulfport and Biloxi with studios in both locations.

Sinclair Starts April 7

Sinclair Refining Co., New York (gas and oil) will start its CBS program on April 7 over 59 stations as far west as Salt Lake City. Talent line-up still unannounced. Federal Advertising Agency, Inc., New York, is advertising counsel.

From
"Ready, Willing and Able"
Too Marvelous for Words
Just a Quiet Evening
Sentimental and Melancholy

From
"Gold Diggers of 1937"
With Plenty of Money And You
(Gold Diggers Lullaby)
Let's Put Our Heads Together

Cafe Continental
Vienna Dreams (European Hit)
When Old Friends Meet Again
Trouble Don't Like Music
Fifty Second Street

HARMS INC.
RCA BUILDING
1250 SIXTH AVENUE NEW YORK CITY
MACK GOLDMAN, Prof. Mgr.

From
"Sing Me a Love Song"

Summer Night

The Little House That Love Built

Your Eyes Have Told Me So

Warren and Dubin's new rhythm song from "San Quentin"

How Could You (Break My Heart)

That popular song they're all singing

Gee! But You're Swell

REMICK MUSIC CORP.
1250 SIXTH AVENUE RCA BUILDING NEW YORK CITY
CHARLIE WARREN, Prof. Mgr.

Love—What Are You Doing to My Heart
Tango fox trot

Close to Me
America's Big Waltz Hit

T. B. HARMS CO.
RCA BUILDING
1250 SIXTH AVENUE NEW YORK CITY
MACK GOLDMAN, Prof. Mgr.

When My Dream Boat Comes Home
The Sensational Ballad

My Little Buckaroo
From "Cherokee Strip"

M. WITMARK & SONS
RCA BUILDING
1250 SIXTH AVENUE NEW YORK CITY
CHARLIE WARREN, Prof. Mgr.

PROGRESS

IN 1936

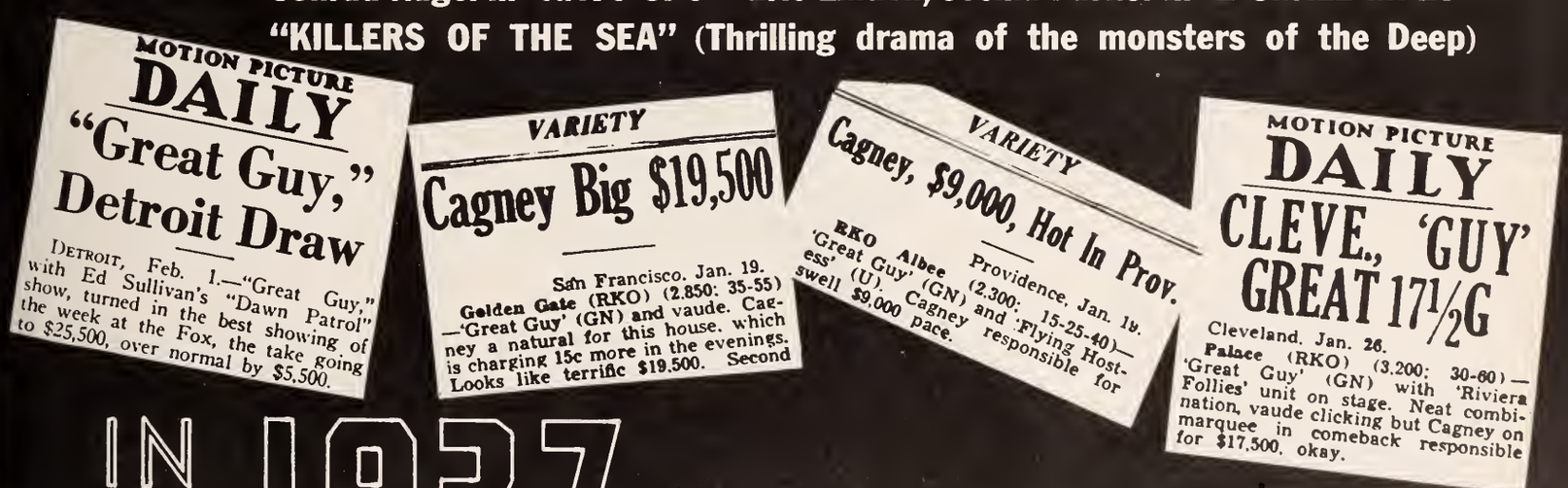
Grand National Films not yet a year old has already set a record for independent production and distribution. This year it is making 44 features and 8 musical Westerns, and its first big attraction, James Cagney's GREAT GUY is setting new box office highs everywhere.

•

The next big special on this program is Mary Roberts Rinehart's famous Saturday Evening Post story "23½ HOURS LEAVE," starring James (Buffalo Bill in THE PLAINSMAN) Ellison and Terry Walker, a Douglas MacLean production.

OTHER CURRENT GRAND NATIONAL ATTRACTIONS ARE:

Cary Grant in "ROMANCE & RICHES" • Tex Ritter in "TROUBLE IN TEXAS"
Conrad Nagel in "NAVY SPY" • Eric Linden, Cecilia Parker in "2 SHALL MEET"
"KILLERS OF THE SEA" (Thrilling drama of the monsters of the Deep)



MOTION PICTURE DAILY

"Great Guy," Detroit Draw

DETROIT, Feb. 1.—"Great Guy," with Ed Sullivan's "Dawn Patrol" show, turned in the best showing of the week at the Fox, the take going to $25,500, over normal by $5,500.

VARIETY

Cagney Big $19,500

San Francisco, Jan. 19.
Golden Gate (RKO) (2,850; 35-55) —'Great Guy' (GN) and vaude. Cagney a natural for this house, which is charging 15c more in the evenings. Looks like terrific $19,500. Second

VARIETY

Cagney, $9,000, Hot In Prov.

Providence, Jan. 19.
RKO Albee (2,300; 15-25-40)—'Great Guy' (GN) and 'Flying Hostess' (U). Cagney responsible for swell $9,000 pace.

MOTION PICTURE DAILY

CLEVE., 'GUY' GREAT 17½G

Cleveland, Jan. 26.
Palace (RKO) (3,200; 30-60)—'Great Guy' (GN) with 'Riviera Follies' unit on stage. Neat combination, vaude clicking but Cagney on marquee in comeback responsible for $17,500, okay.

IN 1937

In 1937 Radio Daily becomes the first publication devoted exclusively to a day-by-day report on the activities of the radio field.

•

As the newest national film organization, Grand National extends its sincere best wishes to Publisher Jack Alicoate of Film Daily for his vision and farsightedness in launching this new enterprise.

EARLY MARCH RELEASE "23½ HOURS LEAVE"— BOOK IT NOW!

CONGRATULATIONS TO

JACK ALICOATE

On his bringing to Radio the same qualities of insight and enterprise that made Film Daily the best obtainable barometer of who's who and what's what in the film industry.

A. L. ALEXANDER

☆ WITH THE WOMEN ☆

By ADELE ALLERHAND

POSIES are being handed Poppy Cannon.....at the Maxon Agency.....for making people's mouths water.....She's the copywriting lass who pens the commercials on the "Heinz Magazine of the Air" program.....Commercials should be fun.....not the price you pay for listening in.....according to Poppy.....She does it this way..... when she's talking about food.....creates word pictures to call up memory of past repasts.....When Bill Adams.....anouncer on the Heinz program.....feels the hunger pangs.....the Cannon gal knows she's written a good commercial.....Yet other programs get results too by mere repetition of the sponsor's name and product..... What's the formula—if any?

▼ ▼

Pherbia Thomas Thornburg . . . . . she's sister to fast-talker Lowell Thomas . . . . . may soon take the ether with a series of lectures on Japan . . . . . from then on it'll be just.....Nippon talk.....begging your pardon.....Shari Kaye's back with the Al Donohue outfit at the Boston "Normandie".....to be aired over the Mutual.....she licked old man flu.....contracted while working in flood territory.....Songbird of Passage.....Benay Venuta.....recently returned from Florida and the Hollywood Yacht Club.....has just left by plane on a vist to her husband.... Sylvia Cyde.....operatic warbler.....through with concertizing pro tem.....returns soon to the airwaves in a series of afternoon duet programs.....the male of the combination being baritone Stuart Gracey, whose family own a Geneva, N. Y. newspaper.

▼ ▼

"Let's Visit.....Sunday night intimate broadcast from actual homes of typical New Yorkers has unearthed a new fact.....,concerning the more voluble sex..... Women answer questions more quickly than men.....according to the two announcers .....And ask them, too? Stoopnagle and Budd have taken unto themselves a lady stooge.....very blond Jean Banks.....first gal to invade the sacred precincts of Stooptopia. Scribe Margaret Widdemer.....who majors in the two P's—prose and poetry—will teach aspiring authors.....i.e.....the whole world.....how to set it down in black and white.....Wednesdays over NBC.....Her new tome....."This Isn't the End" tells things about the radio world.....She tells things to it.....and calls her program....."Do You Want to Write."

▼ ▼

'Tho Patti Pickens of the inseparables is "going places" by herself.....following in Sister Jane's footsteps.....the Clan Pickens continues to function as a unit.....Atta Pickens.....don't let 'em separate you! And speaking of sisters .....Yvonne... .sixteen year old Infanta of the family of King.....femme quartet of the air.....is now soloist for Horace Heidt.....The Brothers Warner have tested the four royal damsels for screenie purposes.....any day now their subjects will see.....as well as hear.....them.....Vive the Kings!.....Martha Mears' imitation of Kate Smith was so good it almost fooled Kate. The hausfrau's morning is brightened by Marianna Smillie.....Directress of Mannequin School.....she does it with allusions to allure.....sartorial suggestions.....hints on husband-holding.... and pointers on poise.....over WINS.....Jean Arthur, the screen-gal will guest-artist it on the Rudy Vallee program Thursday. Rose Kay tells who went where.....and wore what.....over WHKC.....Columbus.

▼ ▼

A woman's-eye-view of the news.....that's what Kathryn Cravens gives the world over WABC. For some reason many of the radio powers that be have turned thumbs down on the little woman as commentator.....According to Kathryn.....ex-actress of stage.....silents and ether.....it's the female of the species who can tell all.....and make it effective.....She left KMOX.....St. Louis.....and moved to WABC.....to prove it could be done.....Jeannette Land.....sec to WOR exec.....is back from her Bermuda trek.....cafe-au-lait as the proverbial berry. No more M.C.ing for Arlene Francis.....she's left the exclusively female "Hour of Charm".....but continues in feminine society in "The Women".....The Chez Paris.....Chicago glitter-spot will add Gertrude Niesen.....radio glitterer to its show.....Feb. 15.....Gertrude's been writing lyrics for.....of all things.....Chopin.....On account of La Niesen is a night club singer.....it's probably the Nocturnes.

▼ ▼

The singing Claire.....Bernice.....just signed by Rockwell O'Keefe flies Miamiward.....deserting the "Waltztime" program.....by medico's mandate .....she'll tour a bit when her Southern interlude ends.....before returning to the air.. ..The other Claire.....Ina of the dr-ah-ma.....will bring sophistication to the ether veddy veddy soon.....when script details are decided on by the Lyons office.....Vocalist Virginia Verrill leaves off vocalizing at the Paradise Saturday.....heads Lakewoodward for a week.....then back to Broadway..... to join Lombardo at the Paramount.....then off to Horace Greelyland this summer.....to commit....a "Follies".....for Goldwyn.....The Met's and radio's goldfish.....Helen Jepson goes Hollywoodward for the same purpose.

BEST WISHES

for outstanding and permanent success

to

RADIO DAILY

from



George Millard Kesslere

ERNO RAPEE

RADIO MAESTRO SINCE 1921

New Pix Mag Uses the Air To Jump Reader Hurdles

New monthly picture magazine, Look, published by Gardner Cowles, Jr., of Des Moines putting on an extensive advertising campaign via the airlanes. Radio promotion being handled by Dave Nowinson, publicity director of the magazine and the Iowa Network.

First four stations lined up are WBNS, Columbus, Ohio; WFBM, Indianapolis, Ind., and WJAS and WCAE, Pittsburgh. Initial schedule calls for a series of spot announcements with a probable switch to regular show if results warrant. Present intentions are to increase amount of outlets gradually.

Harker to McGillvra

G. W. (Tom) Harker, former General Tire & Rubber Co. sales exec and more recently advertising rep for the Curtis Publishing Co., has joined the sales staff of Joseph Hershey McGillvra, radio station advertising representatives.

CBS Adds WPAR

CBS adding WPAR, Parkersburg, W. Va., as supplementary station on Feb. 13. Station is owned by Ohio Valley Broadcasting Corp. and operates on 1420 kilocycles with 100 watts power. WKBB, Dubuque, Iowa, will also join the CBS hook-up, but waits until March 1. Station owned by Sanders Brothers and operates on 1500 kilocycles with 100 watts. Station rates to be same, 125 dollars per hour.

RADIO PERSONALITIES

Who's Who in the Industry

DONALD FLAMM, president and sole owner of WMCA, main outlet of the Inter-City network. Considered Big Magoo of independents, yet the most soft-spoken, unassuming person of the industry. Radio station given to him as a present, so that the owners wouldn't have to meet the overhead. The Messrs. Shuberts had him as an exploiteer for a few years. This led him to believe that he should beat the critics at their own game—so he became the first dramatic critic of the air via WMCA in 1926. In 1927, with Marion K. Gillian formed the Knickerbocker Broadcasting Company. Known as a mean fighter. Fought City Hall for years until he won. Took the city's station, which divided time with WMCA, off his wavelength and made WMCA full-time station. X-Gov. Smith and his crowd moved in on Donald for a while; result: Donald collected a pile of what-it-takes and got his station to boot. Drives around in an armored car, though it is not known that a threat had ever been made against his life. Thirty-two years old which makes him the youngest chief executive in radio.



First Dramatic Critic of the Air.....

Fans Will "See" Sweeps

NBC has made arrangements to broadcast the 99th running of the Grand National Steeplechase from Aintree, England, on March 19, from 10 to 10:30 a. m. EST. Broadcast will feature a running description.

Time's March Severed

March of Time's London branch will definitely break from the fold as soon as A. K. Mills, present London representative returns to his desk. Mills is at present in New York confering with the home office. It is understood that by forming a corporation of their own the London office will be able to effect much better operating conditions in the Empire.

Avalanche of Words

Top-notch radio commentators are scheduled to appear at a "Commentator's Forum" at New York Advertising Club's luncheon, Feb. 18. John B. Kennedy, H. V. Kaltenborn, Edwin C. Hill, Boake Carter and Lowell Thomas will address the members from opposite corners. Word-battle will be aired via WMCA.

NBC House Organ

NBC press department mailing out new weekly publication called NBC Progress. Printed in tabloid form, sheet currently being sent to all advertising agencies, advertisers, NBC affiliated stations, trade associations and public figures. Primary purpose of publication is to acquaint public with NBC and its two networks.

100th for Bowes' Amateurs

Major Bowes celebrates the one-hundredth performance of his Amateur Hour on Thursday. Program first hit networks in March, 1935, when show went NBC with Standard Brands bankrolling. Switched to CBS last fall with the Chrysler Corp. footing bills.

First Mike Score Received by CBS

Columbia Broadcasting System has received the first work completed by a member of the Columbia Composers Commission appointed last Fall to write music specifically for the microphone.

William Grant Still, the noted negro composer, has submitted a program work called "Lenox Avenue." The composer has been in Hollywood for some time writing and arranging music for film productions and "Lenox Avenue" is his tribute from California to Harlem's gayest thoroughfare. The composition consists of 11 musical episodes for chorus orchestra and announcer. Each episode is introduced separately by the announcer speaking over the music. The continuity accompanying the score was written by Verna Arvey. Actually there is only one break in the music. Most of the episodes are brief, the longest lasting 3 minutes and 15 seconds. The finale of "Lenox Avenue" is written in six part harmony for voices in the form of a spiritual.

The score contains complete directions as to how the engineers shall "mix" the voices and orchestra and there are numerous directions to the various instrumentalists in the orchestra. "Lenox Avenue" will be performed by the Columbia Symphony Orchestra some time during the summer, as members of the Columbia Composers Commission have until June 1 to complete their works.

The Columbia Composers Commission was formed last October. At the invitation of William S. Paley, president of Columbia, Aaron Copland, Louis Gruenberg, Howard Hanson, Roy Harris, Walter Piston and William Grant Still accepted the first Columbia Composers Commission, the purpose of which is to encourage writers of serious music to utilize the possibilities of the microphone and loud speaker.

Leo Lewin Dies

Leo Lewin, 50, for the past 18 years with Irving Berlin, Inc., music publishers, as contact man, died suddenly of a heart attack yesterday. Lewin is survived by three grown sons.

Musical Show for Griffin

Griffin All-White shoe cream will buy a network musical program, designed to hit the ether early in May and run through September. Griffith B. Thompson, late of NBC is directing radio acivities on the account, handled by Bermingham, Castleman & Pierce agency. Account currently has a spot campaign in Florida.

Iodent Adds Stations

Joe Ryan's Dress Rehearsal, sponsored by Iodent Tooth Paste, has added a group of Western stations: KVOD, Denver; KLO, Ogden, Utah; KGO, San Francisco; KECA, Los Angeles; KFSD, San Diego; KEG, Portland; KJR, Seattle; KGA, Spokane. The program went over these stations last Sunday for the first time.

AVAILABLE
for
RADIO—STAGE
and
PICTURES

The Individual Artists and the Complete Production Numbers That Have Made the

French Casino

7th AVE. & 50th ST. Reservations: COlumbus 5-7070

The World's Most Famous Theatre-Restaurant

NOW BOOKING
FRENCH CASINO
NEW YORK
FRENCH CASINO
MIAMI
CASINO PARISIEN
CHICAGO
LONDON CASINO
LONDON

ALL ENGAGEMENTS
ARRANGED FOR BY
INTERNATIONAL
BOOKING OFFICE
755 Seventh Ave.
New York

Radio's big fun names —

added to Broadway's Biggest and Best from stage and night club . . . and established topnotch screen comics . . . mean mass appeal that in turn means theatre profits.

And that is . . .



SHOWMANSHIP IN SHORTS

Educational Pictures

BERT LAHR
•
BUSTER KEATON
•
BUSTER WEST and TOM PATRICOLA
•
IRIS ADRIAN
•
EDDIE LAMBERT

JEFFERSON MACHAMER and his "Gags and Gals"
•
NIELA GOODELLE
•
SYLVIA FROOS
•
HENRY KING and his Orchestra

"SISTERS OF THE SKILLET"
•
TIM and IRENE
•
PAT ROONEY JR. and HERMAN TIMBERG JR.
•
THE CABIN KIDS

DISTRIBUTED IN U. S. A. BY 20th CENTURY-FOX FILM CORP.



"DAVID HARUM", five-times-weekly drama serial from NBC and sponsored by Bab-O, gets renewal Feb. 22.

LITTLE JACKIE HELLER, now at the Grosvenor House, London, doing very well, thank you; will guestar from across the seas on NBC-Jamboree, Thursday night at 10:30. *Jackie succeeded Sophie Tucker in the House.*

HENRY WADSWORTH LONGFELLOW will receive radio recognition when NBC commemorates the 130th anniversary of the poet's birth, with reading of his life by William Lyons Phelps. Program to be aired Feb. 20, start-off for a week of features dedicated to America's greatest writing aces.

Lee Henderson, Akron's first full-time femme announcer, has joined the staff of WJW. She formerly was in Toronto.

PATE OIL CO. has signed for a weekly Sunday program from 2 to 2:30 p. m. over WTMJ, featuring choruses and glee clubs in the metropolitan area.

TWO WEEKS after they came to WTMJ, Milwaukee, for an audition, the Serenaders' Trio were signed for their first commercial program over the station and are heard Sundays at 11 a. m. each week. The boys are Don Morland, Wayne Dickerson and Nelson Knoop.

Akron now has its own community sing, a half hour every Wednesday night at 8:30 from the Palace theater over station WJW. Program is sponsored by the Bear Furniture Co. Doc Williams conducts the weekly event.

Purv Pullen, for years an entertainer with Ben Bernie's band, has started a series of programs over WADC, Akron. He calls the program the "Safe-d Club," with a tie-in safety note for juvenile listeners. It is heard 15 minutes each night except Saturdays and Sundays. Carl Ayers provides piano accompaniment.

Two new additions to the staff of WROK, Rockford, Ill., were effected recently with the engagement of Maurice P. Owens of Rockford and William R. Traum of Chadwick, Ill., as anouncers. Owens, previously engaged in dramatic work at the station, is now in charge of the station's sports department. Traum has conducted a radio column for several northern Illinois weekly papers and comes to WROK from the Mt. Carroll Mirror-Democrat. Only 19 years of age, he is one of the youngest announcers in the field.

WNEW will be part of the huge Flood Relief Benefit together with NBC, CBS, and WOR, contributing artists, orchestras, etc. 12:30-2:30 *Feb.* 11. *Incidentally, Red Cross has acknowledged the receipt of* $4,223.20 *from WNEW for flood relief fund.*

A new feature broadcast on WSOC is "History of the News" which is presented each Tuesday evening at 8:00 o'clock by Dr. Warren G. Keith, professor of history of Winthrop College, Rock Hill, S. C.

DRAMA OR OPERA? Take your choice on the NBC net Friday night. For the picky, this night should please. At 8 p.m. EST, Cities Service presents the Jewel Song from "Faust", to be sung by Lucille Manners with Rosario Bourdon's ork and the Revelers. At 10:00 p.m. EST, same evening, Campana's First Nighter will offer Don Ameche and Barbara Luddy in an original drama. Both shows, the opera and the drama, come from CBS studios.

Southern New England Telephone Co., Hartford, on Saturday started a program on WDRC, Sundays, 12 noon to 12:30 p.m. Sponsor is using library recordings. Batten, Barton Durstine & Osborne, Inc., New York, placed the account.

"YOUR HIT PARADE" and "Sweeptakes" will add fifteen more minutes of melody to present half-hour show beginning Saturday night over CBS. Carl Hoff continues to wield baton with Buddy Clark and Edith Dick vocalizing.

DONALD NOVIS, ex-fighter, crooner and Romeo, returns to the air waves tonight after a year and a half lay-off. Donald does a turn for Jack Oakie's "college" show at 9:30 EST. Those dizzy, daffy, de-lovely comics, Block and Sully, will also be on hand to supply necessary humor!

GILMORE CIRCUS, variety program originating from Hollywood, sponsored by Gilmore Oil Co., Los Angeles, starts next Monday, 6:30—7 *p.m. on five Pacific NBC Red network stations. Raymond R. Morgan, Inc., Hollywood, placed account.*

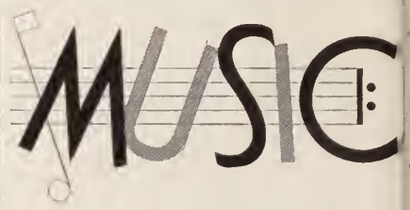
Sugar-Coated Institutional Plugs

PHILADELPHIA—WFIL listeners are getting mild doses of institutional radio plugs, but don't know it. Contest tie-in with the "Classified News of the Air," period airing four times daily including spots and platters, gives a single key word each broadcasting day. Add them all together and they tell you that radio advertising is the greatest media in creation. Best 100 sentences of the week get free ducats to movie houses, pix palaces getting cuffo plugs for the passes.

THE TAVERN
The Showman's Rendezvous
SALUTES *THE NEW*
RADIO DAILY
AND THE BRILLIANT
INDUSTRY IT REPRESENTS

Extending a fraternal invitation for the members of the Microphone Art to join the Coterie of Stage and Screen personages who make The Tavern their meal-time meeting place. Make this YOUR Luncheon, Dinner and Supper Club.

THE TAVERN
158 WEST 48th ST. "TOOTS" SHOR



ART Shaw and his Shavians will make merry at the Meadowbrook, Cedar Grove, N. J., for two weeks, beginning Feb. 17—with a Mutual wire—three broadcasts a week.

LYNN MARTIN and the Merry Macs are to provide musical atmosphere for the Burns and Allen program when the funsters begin their new series—sometime in April.

CHARLEY DORNBERGER and ork will guest of honor it on the Phil Baker program Feb. 14 and 21—over CBS from Florida. Oscar Bradley, conductor, will stooge instead of conducting.

THE "AWARD OF MERIT" certificate tendered outstanding radio program of the week went to Rubinoff and fiddle at the end of his 6:30 *WABC-CBS broadcast Sunday.*

RUSS MORGAN and orchestra take over the Philip Morris program —Saturday—with Rudy Vallee, Ferde Grofe, Paul Whiteman and Guy Lombardo on the musical welcoming committee.

MIFF MOLE, trombone-playing ork leader, just signed to record for Vocalion, will use two orchestras—one swing band with the monniker Miff's Molars and his own band of fourteen men.

THE CARL HOFF CBS Hit Parade extends its time from 30 to 45 minutes, effective Feb. 13.

PAUL WHITEMAN will follow Ted Lewis at the Biscayne Kennel Club, Miami, beginning Feb. 20.

WAYNE KING and his orchestra will continue to hobnob with Lady Esther for another year—renewal of contract effective on broadcast of Feb. 22.

MUSICAL BACKGROUND for bazooka solo by Bob Burns will be provided by Jimmy Dorsey Thursday on the Bing Crosby Kraft Music Hall program, from Hollywood.

Finger On Liquor

Newark—State Beverage Commissioner Burnett states positively that laws will be passed in the state legislature banning all contests over the air that have to do with liquor unless radio stations behave.

The way for them to toe the mark, according to the Commissioner, is for them to cooperate without legislation.

FOREIGN

MANUFACTURERS of recordings in Berne, Switzerland, won their fight against broadcasting stations when the Federal Supreme Court handed down a judgment compelling the stations to first obtain authorization from the recording firms before airing any of their records.

A STRATOSPHERIC SPINDLE which will attain an altitude of 15,000 to 20,000 meters is under construction in Berlin. The spindle with two transmitters will be directed by radio; one transmitter, placed inside the spindle, will automatically emit waves showing the altitude of the engine, while the other will direct the landing point of the spindle.

THE FRENCH GOVERNMENT has purchased several parcels of land in Paris for the erection of a modern broadcasting station to cost $1,000,000. The station will be called Le Maison de la Radio.

THE MAYOR OF MARSEILLES has installed a pickup in the municipal building in order that appropriate music may be turned on while civil marriage ceremonies are being performed.

DENMARK'S NEW BROADCASTING station at Groenland brings the total for the country up to 42, all built since 1924. Twenty-one of the stations have several receivers, the others but one.

A RADIO-TELEVISION station is to be built on the top of Brocken Mountain in Germany. Brocken is 1,142 meters high.

ITALIAN RADIO INDUSTRY absorbed 12,000 workers during the past year; 430 of these were engineers. Three-quarters of the workers were employed in making receiver sets. Amount spent on radio in 1936 was 180,000,000 lire, an increase of 30,000,000 lire from the preceding year, and of 80,000,000 lire above the 1934 expenditure. The government also spent 100,000,000 lire during 1936 on broadcasting stations for the army.

A SPRING FAIR of radio and television will be held at Leipzig from Feb. 28 to March 8 in conjunction with the trade fair.

NEW SHORT WAVE broadcasting station is being erected at Podebrady, Czecho-slovakia, near Prague. While intended primarily to broadcast matter to Czechs living in foreign lands, programs in English, French and German wil also be broadcast from it.

A RADIO-TELEVISION exposition will be held in Moscow from June 1 to June 10th.

BELGRADE IS TO HAVE a new radio station. It will have a power of 100 kilowatts and a transmitter of 20 kilowatts.

Coming and Going

PHIL BAKER to Miami. Program will originate from there following two weeks.

MORRIS HASTINGS, managing editor of Microphone, in New York from Boston.

GEORGE d'UTTASSY, business manager of Radio Guide, sailed aboard the Berengaria for London. Will make survey of English radio publications.

VIRGINIA VERRILL leaves for Lakewood Sunday.

VIRGINIA CLARK, "Helen Trent" on the air, to St. Louis.

ETON BOYS leave for Troy, N. Y., Friday to do vaude at the RKO Proctor. From there to Schenectady, N. Y.; more vaude next Thursday .

CECIL LEWIS, English author and vice prexy of British Broadcasting Corp., arrived Friday on the Rex and flew to the coast Sunday.

MORT HARRIS WHN production dept. head, returned to the job yesterday after a two-week vacation in Nassau.

MARY EASTMAN, soloist on the Pet Milk program, left yesterday to spend week in Florida. On Feb. 19, she will replace Bernice Claire on the Friday night show.

WILLIAM L. HOPPES, station relations manager of the World Broadcasting System, returned from a trip throughout the Middle West, having called on subscribers.

BILL HEDGES, WLW vice prexy, arrived in N. Y. yesterday. This is his first visit to the city since the Mutual linking.

JACK BERTELL leaves for Miami this week.

ROCCO VOCCO returned to the city yesterday after a business trip in Cleveland and Chi.

BERT FROHMAN leaves for Chi to open at the Chex Paree.

BEN LARSON, head production man of Ruthrauff & Ryan, left yesterday for the coast to make arrangements for the forthcoming "Community Sings."

ALVIN AUSTIN, head of the agency bearing that name, returns with the family from a three-week Florida stay.

CHARLES SWAFFORD of Swafford & Koehl agency returns from Chi. Wednesday.

FELIX GREENE, North American representative of the British Broadcasting Corp., flies to Vancouver Wednesday to appear at the opening of a new Canadian Broadcasting Corp. outlet. Will then fly to Los Angeles, returning to N. Y. office within two weeks.

RAY LYON, development engineer at WOR left on a southern motor trip. Will visit several stations enroute and experiment.

KATE SMITH and her manager, TED COLLINS, return to N. Y. this morning from Lake Placid.

A. K. MILLS, London representative for March of Time, sailed on the Paris.

PICK and PAT left for Florida after their broadcast last night. Will return to the Model Tobacco show March 1.

HAROLD SAFFORD, WLS program director, left Saturday to spend three weeks in Phoenix, Arizona, where he will engage in building shows for KOY, recently taken over by WLS prexy, Burridge D. Butler.

AGENCIES

AUBREY, MOORE AND WALLACE AGENCY, Chicago, has set up new quarters here in Carbide and Carbon building and have organized an extensive campaign for radio billing. In addition to their Campagna program, agency plans to expand billing to include three more major accounts and expect billing to hit million and a half mark for the year to top that of 1936.

MARVIN HARMS joins Chicago office of Young and Rubican as account executive. Robert H. Flaherty replaces harms at Premier-Pabst as advertising manager.

Norman W. Vickery, for the past three years with Donovan-Armstrong, Philadelphia, goes to McKee, Albright & Ivey, Inc., ad agency.

ADAMS CLOTHES, through Feigenbaum Agency, renewal starting Feb. 1, for indefinite period, Monday through Saturday, 6-6:10 p. m. Sports talk. WIP.

BLACKMAN ADVERTISING, Inc., effective today changes its name to Compton Advertising, Inc. Richard J. Compton, Jr., remains as president of the organization.

Philco Adds Plant

Russell Feldman, former president of Transitone Auto Radio Corp., a Philco subsidiary, has acquired control of the Simplex Radio Corp., Sandusky, Ohio. Present plans call for wide expansion in plant and an addition of 1,000 employees when a suitable location can be found. Company will concentrate on automobile radios.

Three Hurt in Flood

Mutual's outlet in St. Louis reported flood casualties to three employees. James Burke, chief engineer, and Tom Dailey and Charles Stookey, announcers, were injured in an automobile accident between Cape Girardeau and Hayti, Mo., while on their way to cover flood area for the net. The three, though seriously injured, are reported doing well at St. John's Hospital.

Berle's Gang Westbound

Gillette's "Community Sings" cast embark for the west coast Feb. 22, the day after their show from N. Y. via CBS. Trek west caused by Milton Berle's and "Jolly Gillette's" desire to fulfill picture contracts. It is understood that Berle will pay out $1,000 weekly to the cast in expense, so that the air show can come along while he does his pix. Originally scheduled to leave N. Y. on Jan. 30, postponement was caused by RKO not being ready for Berle at that time. They will remain in Hollywood six weeks.

The Other Half—

how does it listen?

On the farm and in the smaller cities throughout the country lives and *buys* a vast radio audience—nearly half * of the nation's radio owners.

Ross Federal can determine the listening habits and program preferences of this audience just as quickly and accurately as in metropolitan areas.

** Not quite half. Actually, 46% of radio owners in the country live in cities of less than 25,000 population. 37% live in towns of less than 10,000 population.*

ROSS FEDERAL RESEARCH CORPORATION

Affiliated with Ross Federal Service, Inc.

Executive Offices: 6 East 45th Street, New York City

Branch Offices in All Principal Cities

☆ Views From Varied Viewpoints ☆

Frowns on U. S. Rule Of Radio Air Waves

THE future of radio in education depends on the intelligence and farsightedness of the radio industry, the Federal Communications Commission, and the educators themselves.

I have always been a supporter of the American idea in radio broadcasting. I don't approve of government control. When you look at what is going on in Europe, the radio propaganda that is on the air, you begin to see what I mean.

Though the broadcasting industry had, on the whole, been interested in the development of new opportunities in the educational field, and that, though it had sometimes been too eager for profits and had sometimes underrated the intelligence of the audience, the general level of programs had improved.

I've always taken the view that all broadcasting is educational, good, bad and indifferent, in the sense that it raises or lowers the level of our national culture. Among the chief problems yet to be solved in radio education are those of technique in presenting educational material and of the raising money to support educational programs.

As to the first problem, educators must realize that they can't put dry rot on the air and expect people to listen to it. The financial angle is very serious. Advertisers will present educational programs of a spectacular nature, such as the Met Opera and symphony orchestras, but no sponsor has ever tried to put on an educational program more academic in nature.

Insofar as the experience with institutionally owned broadcasting stations, they have been in a large part unfortunate but this is a field which may be developed.

Television will increase the problems of radio education and will also increase its opportunities but it is too early to talk about it yet.

Radio broadcasting has called to our attention the importance of the ear. Until movable type was invented, all teaching was done by word of mouth, so it is only in the last four or five centuries that we have become ear minded. Radio may swing us back. It is bringing to the fore again those techniques and traditions of the time when all learning came by ear. All the great teachers, Socrates, Christ and all of them, taught by word of mouth. Of course, what television is going to do, by way of bringing us back to the eye again, remains to be seen.—DR. LEVERING TYSON, *in Herald Tribune.*

Television Was Visioned "Way Back" in 1884

EIGHT years ago a famous European television expert said to the author during a visit to the former's vast laboratory filled to the ceiling with television devices:

"The principles of television have been known since 1884 when Paul Nipkow applied for his basic television patent. Consequently, we are now looking back upon an evolution of nearly fifty years, and it is not an exaggeration to say that television will be in general use in less than a year."

This, remember, was in 1928.

Is it any wonder, then, that the public is beginning to doubt that there is any such animal as television?

Actually, television is here today, but not for public use. Practical television was demonstrated successfully at the recent Olympic games in Berlin. Transmission with a definition of 180 lines brought complete "newsreel shows" of the most important contests directly into the homes of Berlin listeners or, shall we say, "lookonners," as suggested by Bernard Shaw.—WILLIAM F. SCHRAGE, *in Coronet.*

Broadcasts and Radio Confused by Public

DUE to the popularity of broadcasting and its major interest in the public mind, there is danger of confusing radio and broadcasting to the extent of making the two synonymous.

This is far from the truth. In fact, no less an authority than George Henry Payne, of the FCC, is responsible for the statement that broadcasting is but one of 27 services of radio. We are familiar with some of the more common uses of radio in connection with telegraph and telephone to foreign countries and also in maritime service, including radio telegraph and radio telephone communications between ships at sea and between ships and shore. In the field of aviation, radio has become indispensable and, as a method of increasing public safety, the police radios are now in operation in nearly every city. Again radio is used in the transmission of news to newspapers by what is known as a multiple address radio telegraph service. And, in addition to these, there are of course many less known uses of radio in regular and experimental services, including television and facsimile.—*Editor & Publisher.*

FCC Head Champions Freedom of the Air

ANY educational system on the air would be but a hollow thing if it were not fundamental in that those participating in the program were free at all times to seek the truth wherever it might be found, and, having found it, to proclaim it, secretary Ickes told the conference.

Unless the people in their might stand firm to protect educational broadcasting from the witch hunters, then it had better not be undertaken at all. Freedom of the press, freedom of assemblage, freedom of speech, and that academic freedom which is implicit in freedom of speech, constitute the piles driven to bedrock upon which our institutions securely stand.

These rights must, as a matter of course, extend to and be inseparable from any program of educational broadcasting that is worth the snap of a finger.

It is my personal opinion that American listeners would not stand for the payment of a receiving set tax. It is my judgment that it would be most unpopular in this country. It is not the American way of accomplishing things.—ANNING S. PRALL.

Radio Plays Leading Role In American Social Order

SPECIFICALLY, and in the light of recent history, what is radio's part in our changing social order? The influence of radio in the field of entertainment needs only a passing reference, but emphasis should be placed on the fact that radio has made it possible for the humblest dweller in this land to listen to programs of entertainment ranging from presentations of grand opera taken directly from the stage, down through the various strata of quality and selection, until today every family will find available for its enjoyment just the type of entertainment it prefers.

Broadcasting is undoubtedly the most revolutionary factor ever brought into the field of entertainment, and while some programs will probably always be open to criticism, yet on the whole, the value of its contribution to the American home can never be adequately estimated.—FRANK A. ARNOLD, *in Editor & Publisher.*

Sees Power Lines Static As Bad Radio Headache

INTERFERENCE of electrical appliances and power systems with the reception of broadcasting systems and communications has become so serious that it will be necessary for Congressional acts to require manufacturers and users to equip their products with shielding devices.

Improvement in reception can be accomplished in two ways. First, the signals sent out by broadcast stations can be strengthened by giving them authority to step up their power. Second, the amount of noise made by electrical equipment can be reduced so that listeners will not need to turn their sets as high to get good reception.

Equipment makers could be licensed, for example, and restricted to one particular frequency. This would naturally set off a blast from doctors, and from makers of therapeutic devices because they have many different ideas on what frequency is the best for medical use or for particular types of cases.

Local laws have been passed in some places requiring shielding of electrical equipment or correction of faulty transmitter lines by power companies. New Jersey had the police wage a campaign against operators of diathermy appliances which interfere with police radio operations. In England laws giving the government agencies the power to prevent interference with broadcast and communications service is well on its way through Parliament.

This whole subject is described as a headache by government experts who are in charge of the project to eliminate man-made static. Meanwhile they are piling up data on interference and interference is piling up still faster.—DR. L. P. WHEELER *in Kansas City Star.*

Lohr Scouts Television Spike in Retail Volume

PICTURES of 441 line definition are much clearer than those of 343 lines, the definition employed in previous tests from the Empire State. Another significant advance has been made in our work of television development. As we proceed in this fascinating adventure of bringing radio sight to distant eyes, it is encouraging to be able to report this substantial progress.

The development of television service promises to be orderly and evolutionary in character and is a tribute to the radio industry which enjoyed public favor on a scale that is most encouraging to its future. The public may purchase present day radio receiving sets with confidence as to their continuing serviceability. Television receiving sets cannot precede a television program service of satisfactory quality, which will be available at the beginning only in sharply restricted metropolitan areas following the eventual solution of technical, economic and program problems.—MAJOR LENOX R. LOHR, *NBC Prexy.*

IT'S NEW! SENSATIONAL! EXCLUSIVE!



DICTOGRAPH *Silent!* RADIO *with the* ACOUSTICON MYSTIC EAR

. . and a welcome change from profitless selling

LIKE the bursting of a bomb . . . news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new . . . but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio . . . The Acousticon Mystic Ear . . . that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces . . . radio spats . . . radiosis! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising NOW RUNNING. Get your share of these new profits. Fill in and mail the coupon TODAY for the whole profit-making story.

The words "Silent" and "Acousticon Mystic Ear" are trademarked. U. S. pats. No. 101,980 and 1,630,028; other pats. pending.

Copyright 1936 Dictograph Prod. Co., Inc.

. . . 30,000,000 Radios and NONE Except Dictograph Offers the Acousticon Mystic Ear

● You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp . . . right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to YOUR customers and it should be you. Mail the coupon. Get on the bandwagon!

A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.

DICTOGRAPH PRODUCTS CO., Inc.

Radio Division Dept. D-1

580 FIFTH AVE., NEW YORK, N. Y.

DICTOGRAPH PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 31 years and make the Acousticon hearing aid, Dictograph Intracommunicating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Scale, in addition to Dictograph Silent Radio.

MAIL IT!

DICTOGRAPH PRODUCTS CO., INC.
Radio Division, Dept. D-1
580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

Your name .....

Firm name .....

Street .....

City .....

My distributor is .....



WELCOME

TAKING cognizance of an outstanding event—the advent of a daily newspaper 100 percent devoted to all trade branches of radio—we could not wish otherwise than to add our welcome and congratulations to mark such a pioneering step forward for the good of the industry.

We are proud to join in such a welcome and feel privileged to be among those voicing these sentiments.

CONQUEST ALLIANCE COMPANY, Inc.

International Radio Program Producers, And Station Representative

New York City, 515 Madison Ave. Chicago, 228 N. La Salle St.

Branch Offices: Buenos Aires—Mexico City—Rio de Janeiro—Sao Paulo—Havana. Associated Offices and Representatives: Los Angeles—San Francisco—Seattle—Montreal, Canada—London, England—Paris, France—Shanghai, China—Santiago, Chile—San Jose, Costa Rica—Panama City, Panama.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 3 | NEW YORK, WEDNESDAY, FEBRUARY 10, 1937 | FIVE CENTS

No Radio-Film Scrap, Says Paley

50 STATIONS ATTEND CANADIAN CONVENTION

Toronto — Between 45 and 50 stations, all independently owned, were represented at the Canadian Association of Broadcasters' Convention held in King Edward Hotel here Feb. 8 and 9. Several transcription services in the United States had representatives here who addressed the meetings, including Frank Chizzini, assistant manager of NBC transcription department, New York, and Maurice Wetzel, manager of Chicago's NBC transcription department.

Dr. Frigon, assistant general man-

(Continued on Page 8)

F. C. C. Discontinues 24-Hour Flood Watch

Washington Bureau of THE RADIO DAILY

Washington — As a result of improved conditions in the flooded areas, the special 24-hour watch being maintained at the Federal Communications Commission to handle requests for emergency communications has been discontinued. However, the special communication equipment will be retained for immediate use until after the flood has passed into the Gulf of Mexico.

The Commission is sending two

(Continued on Page 8)

Tastyeast Settles Braddock Contract

James J. Braddock, heavyweight champ, received a cash settlement from Tastyeast, Inc., when they failed to continue with his thrice-weekly air show via the NBC-Blue net in January. Braddock had been contracted by the sponsor, not the agency.

Break was caused by the J. P. Mueller advertising agency allegedly

(Continued on Page 8)

Kel. Auditions

Kelvinator Refrigerators, through Geyer, Cornell and Newell, now auditioning programs for their series which will be aired over both NBC and CBS. Sponsors expect to hit airlanes on or about March 1. A reservation for time has been placed with CBS asking for the Saturday night 8:30 to 9 p.m. spot. B. B. Geyer returns from Chicago today.

Many Thanks

Our sincere appreciation for the many congratulatory messages, telegrams, letters and phone calls to the publisher and staff of RADIO DAILY upon its first issue as radio's own daily newspaper....Only upon meeting the expectations of its laudatory well wishers can it hope for permanent success ....That's why every man and woman on the staff of RADIO DAILY is going to get a kick out of doing so.

JACK ALICOATE

Disk Manufacturers In Air On Musicians' Union Ban

Electrical transcription manufacturers who called upon officials of Local 802 of the American Federation of Musicians in effort to find out just what restrictions will govern the proposed ban on recording work by musicians have been unable to have the situation clarified for them. This turn yesterday resulted in manufacturers considering ways and means of getting a line on what's what so that they can forestall any definite moves detrimental to the industry. Union officials admit there is considerable confusion regarding the status of the proposed ban.

Altho members of 802 here held a meeting recently no definite conclusions were reached apparently, nor announcement made as to what demands would be made for recordings, phonograph or transcription. Not all members are said to be in favor of a complete ban, despite the movement in Chicago where Jimmie Petrillo is inclined to take drastic action.

While proposals will eventually be made to higher governing officials of the AFM and it is expected no action will be taken here until after the annual convention is held by the AFM, disk manufacturers feel that they are entitled to know what to expect in the way of increased scales, or whatever the union has in mind.

Convention is slated for June 8, in Louisville, and according to one of the leading electrical transcription company spokeman, the industry docs not intend to be taken by surprise nor have a fast one pulled at the convention. Radical element in the AFM is banking on a far-fetched hope that for the first time in many years National President Jos. N. Weber will decide not to run.

No Further Hearings Planned on Television

Washington Bureau of THE RADIO DAILY

Washington — Commander T. A. Craven, chief of engineering division of FCC, last night told RADIO DAILY that the commission does not expect any further hearings at present pertaining to television. Craven stated that should any applications be made, they will be heard, but the commission plans no hearings on its own initiative.

Campaign on Paint Slated for Spring

Wadsworth Howland & Co., Inc., New York (paints) will start a spring campaign about April 1 using five-minute discs on 11 stations. J. Stirling Getchell, Inc., New York, is agency.

Special Event Program Booked in Record Speed

NBC yesterday, according to John Royal, NBC vice-president in charge of programs, staged the fastest booking of a special events program by a national network in his ten years in radio.

Within two hours after the Connecticut House of Representatives and Democratic Senate, and the Maine

(Continued on Page 2)

Decca Recording Series For 80-Station Campaign

Norge Corp., Detroit (refrigerators) is readying a series of recording to be cut by Decca and placed on about 80 stations. Client will use guest stars throughout the campaign. Kramer-Krasselt Co., Milwaukee, has the account.

Sees Each Field Striving For Ground of Common Interest

West Coast Bureau, THE RADIO DAILY

Hollywood—There isn't going to be any scrap between radio and the movies, as each industry is working intelligently to find their ground of common interest, and Hollywood is climbing faster and faster as a radio producing center, according to Wm. Paley, Columbia Broadcasting president, in his first press conference since his arrival here two weeks ago.

Movie stars are on the air to stay—as long as they can provide entertainment that the public wants, he said. "When the public wants a thing,

(Continued on Page 8)

ADVANCED FEATURES IN NEW KFWB PLANT

West Coast Bureau, THE RADIO DAILY

Hollywood—Important advances in acoustical engineering, some new ideas in studio arrangement and a 500-seat radio theater where a sponsor may show advertising sound movies to audiences that gather to watch broadcasts are among the high spots in Warner Bros.' new KFWB broadcasting plant which opened Monday.

The new plant is located on the

(Continued on Page 2)

General Foods Starts 13-Station Spot Series

General Foods Corp., New York (Post 40% Bran flakes) through Benton & Bowles, Inc., New York, this week started a series of quarter-hour transcription programs featuring

(Continued on Page 8)

3rd Heatter Sponsor

Gabriel Heatter, ace commentator, signed for a third sponsor yesterday. Will be aired via WOR Tuesday nights from 9 to 9:15. Sponsor is Martinson's Coffee, with Albert Frank-Gunther Law, the agency. Heatter is now being aired through the courtesies of North American Accident Insurance and Modern Industrials Banks.

RADIO DAILY

Vol. 1, No. 3 Wed., Feb. 10, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; six months, $3; three months, $2; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

NBC to Have Exhibit At Educational Meet

Besides doing six regular and two special educational programs, NBC will assemble a complete exhibit of its educational work in the civic auditorium of New Orleans during the National Education Ass'n convention, Feb. 17-25 in that city. Delegates will thus have an opportunity to learn at first hand of the methods used in education by radio. Franklin Dunham, NBC Educational Director, will supervise the exhibit.

Dunham will also address the convention on two occasions on "What Radio Can Do to Tell the Public About Their Schools" and "Radio as a Factor in the Education of Grown-ups." Miss Judith Waller, NBC Educational Director in Chicago, will also address the convention on "How Educational Organizations can Utilize Radio to the Greatest Benefit."

Sponsor for Harlem Show

"Amateur Night in Harlem" a sponsorless WMCA-Inter-City feature since November, 1934, leaves the sustaining class tonight and will be aired through the courtesy of Golden Peacock, Inc., cosmetic-makers.

Don Kerr, announcer, remains as m-c. Program comes from the Apollo Theatre in the colored-belt of New York.

FINANCIAL

(Tuesday, Feb. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	181⅜	179⅞	181⅜	— ⅝
Crosley Radio	25¾	25½	25½	.....
Gen. Electric	62⅞	61¾	62	— ⅝
North Am.	30½	30⅞	30⅜	— ⅛
Stewart Warner	19½	19¼	19½	+ ¼
Zenith Radio	37½	37¼	37¼	— ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17	13¾	17	+ ⅛
Majestic R. & T.	4½	4⅜	4½	+ ⅛
Nat. Union Radio	2⅝	2½	2½	.....

OVER THE COUNTER

	Bid	Asked
CBS A	50	52
CBS B	49¾	51¾
Stromberg Carlson	19½	20½

Special Event Program Booked in Record Speed

(Continued from Page 1)

legislature went on record yesterday as opposing President Roosevelt's Supreme Court reform plans, NBC had lined up a special events broadcast from Maine to Texas for the radio audience. Working via long distance phone A. A. Schechter, NBC special events director, had A.T. & T. install special lines in the legislative chambers of the Connecticut and Maine. In addition to these states the Texas governing body and Washington were tied into the broadcast.

While a crew from WOAI was covering the eighty miles to Austin, Texas, in less than an hour, WCSH was sending its crew and equipment to Augusta, capital of Maine, a distance of 40 miles. In Washington NBC contacted Representative Maury Maverick, Democrat of Texas, and had him listen to the first part of the broadcast and answer the legislators who opposed the President's plan to increase the Supreme Court of 15 members. Mr. Maverick introduced the President's Supreme Court bill from the floor of the House of Representatives last week after the message was read to Congress. Another pick-up was made from the Hartford legislature with WTIC handling the necessary details. In answering comments from the legislators who did not indorse the Supreme Court plan, Rep. Maverick sounded-off in style.

Radio Clinic Revised

"Radio Clinic", medical information program recently cancelled by WBNX with the statement that its motives had been misconstrued, has been revised and presented to the medical profession for ratification. The new formula provides for elimination of actual patients in the program and their substitution by a dramatic cast who will impersonate the patients.

Femme Stooge Makes Good

Joan Banks, 18-year-old blonde actress, selected from among scores auditioned by Colonel Lemuel Q. Stoopnagle and Budd, has won a berth as the comedians' first and only feminine stooge on their Sunday NBC broadcasts. She will be heard each week at 5:30 p.m., over the NBC-Blue network.

NBC Adding KOB

NBC will add station KOB to their networks early in the summer. Station was to have joined earlier, but special lines must be put up, and that has caused the delay.

Get 1,700 Responses

"Lets Visit", program on WOR, keyed for the first time Sunday night, with an offer of an ash tray free for the asking, pulled 1,700 requests within 3 days' time. Show has two announcers with portable mikes calling upon tenants of a different house each week, without preliminary work of any kind. It is expected that more than 3,000 will be the grand total.

Advanced Features In New KEWB Plant

(Continued from Page 1)

south end of the Warner lot. It has six large studios, including the studio theater, 85 feet long and 50 feet wide, with a 20 by 50 foot stage, opera seats, modernistic decorations and lighting effects.

Harry Maizlish, manager, turned acoustical problems over to C. M. Mugler of Acoustical Engineering Co. Wals are "splayed" to overcome construction "headache". Wooden splaying is lined with four inches of absorption to check cavity resonances. Walls treated with acoustone, ceiling untreated, so sound waves travel in a triangle from point to ceiling and then down. Path of reflected sound cannot exceed path of direct sound by more than 65 feet (1/15 second) which tends to re-enforce and amplify sound waves. Combination of splayed wall, acoustone wall and untreated ceiling is original with Engineer Mugler.

Station's master panel, facing announcer's booth, controls all activities within the station. and can use 52 main trunk lines.

KFWB's multi-manual pipe organ, built especially for broadcasting, stands in front of stage in broadcast theater, connected by remote control to two rooms above and behind the stage, which serves as reverberation chamber, which has also been splayed like stage wall and theater, except that here the splaying has been on the ceiling instead of the walls.

FCC Grants Permission

Washington Bureau of THE RADIO DAILY

Washington — Federal Communications Commission granted permission for the establishment of a new radio station to The Peoples Forum of the Air, Helena, Montana. Grant specified that the group be permitted to operate on a frequency of 1210 kc, with 100 watt-power, full time. Exact site for transmitter to be determined with FCC's approval.

FCC Denies Motion

Washington Bureau of THE RADIO DAILY

Washington — Winston-Salem Journal Company's petition for a rehearing on application to erect a new 250-watt broadcasting station at Winston-Salem, N. C., was denied by the Federal Communications Commission. Application made by C. G. Hill, George D. Walker and Susan H. Walker was granted by the Broadcast Division Sept. 9, 1936. Station will be a daytimer, operating on 1250 kc.

Lester Quits WHN

Gene Lester, WHN publicity department, resigns from the station on Saturday. He will fill contracts from various agencies in New York on candid camera assignments. Lester, who has been heard on special broadcasts from WHN will continue his broadcasting duties.

COMING and GOING

LENOX R. LOHR, NBC president, is expected back in New York before the end of the month. Understood he plans to take a quiet vacation somewheres in the Mid-West.

REGINALD BROPHY, NBC manager of stations relations department, on the road for a few days. Expected back early next week.

MILTON BERLE, JONES and HARE, WENDEL HALL, JOLLY GILLETTE, ANDY SANELLA, BERT GORDON, TOMMY MACK and announcer DON SEYMOUR, all of the Community Sing show, leave for Hollywood on Monday, a week earlier than originally planned.

CLEM McCARTHY, sports announcer, flies to the west coast next week. Will broadcast the Santa Anita handicap.

BERNARD A. YOUNG, president of the Intercollegiate Music League, in city from Boston. Reason for trip is to locate an outlet for the compositions written by college students.

JACK KOFOED, sports commentator, left for Philly, returning to city on Friday.

JAMES R. CURTIS, president of KFRO, Longview, Tex., and secretary of the Texas Broadcasters Ass'n, leaves New York today. Visit to east was prompted by desire to see FCC about starting new station.

LOU GOLDBERG, Major Bowes' unit, booker, returns to N. Y. from Chi on Friday.

MAIDA SEVERN, WINS soloist, leaves on the Veendam this afternoon for twelve-day cruise to the West Indies. She is the guest of the National Wholesale Druggist Assn.

BOB TAPLINGER returns tomorrow from a three-week business trip to Hollywood.

ALICE FROST returns to city today. Will resume on the Big Sister show for Rinso.

PHIL COHAN, NBC production man back from Bermuda.

BERNICE JUDIS, general manager of WNEW returned to job after three week coast trip.

Kofoed Leaving WHN

Jack Kofoed, nationally known sports writer and commentator, has begged off from his commitments at WHN, where he was head of the sports dep't. Kofoed had a one-year contract with Louis K. Sidney, station head, which didn't terminate until next Sept. Action to resign was prompted by the pressing business on the outside, where he is engaged in making thirteen short subjects yearly for Columbia Pictures, writing mag stories, etc. There won't be a successor to fill the berth. Kofoed remains in WHN offices for a few weeks.



February 10

Greetings from Radio Daily

to

G. Stanley McAllister

from the Prize Baby . . to the New-Born Infant . .



Here's hoping you get out of the diaper class with neatness and dispatch . . . and may you creep, crawl, walk, run . . . and quickly match stride for stride on the road to success with your Daddy . . . Film Daily . . .

NATIONAL SCREEN SERVICE

AGENCIES

MAX ULLMAN, formerly of Radio Guide Magazine, has joined the advertising department of the Blaine-Thompson agency. Gerald Marshall replaces Ullman.

ARTHUR KUDNER ADVERTISING AGENCY to handle all advertising for Quaker Oats. Newspaper and radio campaign being planned.

CRAWFORD'S FURRIERS, placed direct, renewal starting Feb. 1, for indefinite period, three quarter-hours weekly. Musical ET. WIP.

P. B. WHITE & CO. (tailors), through Feigenbaum Agency, renewal started Feb. 1, for indefinite period, six quarter-hour periods weekly. Musical ET. WIP.

HENRY LEGLER has resigned from J. Walter Thompson to become a partner, director and vice-president of Cecil, Warwick and Cecil. Name of agency to be changed within sixty days to Cecil, Warwick and Legler.

AMERICAN ADVERTISING GUILD meets tonight to discuss motion picture and radio publicity and exploitation.

FCC Actions

Washington Bureau of THE RADIO DAILY

Washington—FCC yesterday recommended that application of Bay State Broadcasting Corp., WAAB, Boston, for modification of license to allow station to increase daytime power from 5000 watts to 1 kilowatt be granted.

Owensboro Broadcasting application to FCC to construct one hundred watt station to be operated on 1500 kc. frequency, unlimited time, granted yesterday.

Lipton Switches Web

Thomas Lipton, Inc. moving from WJZ to WEAF effective Feb. 17. Show will also become a three-a-weeker on this date, being heard Monday, Wednesday and Friday from 7:45 to 8 p.m. Talent set-up remains as is.

Cut Off the Air

The BBC yesterday cut a program off the air because the name of Mrs. Wally Simpson was a part of the script.

ONE MINUTE INTERVIEW

MILTON BERLE

"I hope the rules will be changed permitting comics to ad lib, and thus provide the audience with spontaneous humor. Comedy loses much of its spark in being read. I'm looking forward to the era of radio bon mot, which means a minimum of stale jokes."

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Tomorrow night on her show via CBS....Kate Smith will present Professor Quiz, besides bringing back for a fifth appearance, Henny Youngman, new comic sensation....The Prof. had been on CBS as a sustaining feature Sunday nights opposite the Jack Benny hour. His fan mail was more than any other show meeting such strong competition. Experience is similar to Miss Smith. When she first came to radio, she was spotted opposite the No. 1 show....Amos and Andy!**

● ● ● *Rudy Vallee will present A. L. Alexander....who will read a "Tribute to Lincoln"....Everyone's raving over Eddie Cantor's new stooge, Harry Savoy, long a vaudeville headliner!....Mills Music brought out Leonard Jay Freedman's new song game "Sing A Sing-A-Gram and Smile," which they hope will do a "Knock Knock." Idea is to rhyme "last words"....Abe Lyman will remain at the New Yorker until March 10....provided his contract isn't renewed for the millionth time! ....Gus Arnheim and band, now at the Congress Hotel in Chi., may succeed the Lyman crew....Rodney McLennen, formerly on the "Merry Go Round" opens a two-week engagement at the Roney Plaza in Miami! ....Phil Baker, before leaving for Florida, was in Louis Nizer's office discussing Goldwyn's contract, which will be a three-yearer. Phil will remain for Gulf until June!* .....

● ● ● **Allan Prescott, the "Wife Saver" of radio, is negotiating with a chain of five and ten cent stores, to publish his scripts in book form!.... Did you ever hear of an advertising agency refusing new accounts?.... We did....the Franklin Bruck concern in Radio City....claim that they can't accommodate more clients!**

● ● ● *Mary Lewis, the Met Op Star....opens in Philly next week ....She just completed 52 electrical transcriptions for RCA sponsorship! ....Shep Field's younger brother, Eddie, is in the carpet business, but has his dealings with radio people, doing work for Morton Downey, Roy Campbell, etc.....Frank Daly and Blanche Calloway are sending out some smash "sales-letters"....Leslie Howard returns as a comedian on the Cantor show Sunday....He got a great kick out of "clowning" while Eddie did Hamlet on a recent show....Planning a terrific build-up for Rex Saunders and his Vikings....Men are blonds, being Swedish.... Rex's wife, Sonja Leonard, will be featured vocalist....She is a ravishing brunette!....Al Shayne is preparing electrical transcriptions for out-of-town local commercials....According to present contract, he's forbidden to appear on nets for another sponsor which pipe into N. Y.*

● ● ● **Young & Rubicam have set the following guest stars on their various shows: Josephine Antoinoe on Ed Wynn's program Saturday and Harry Richman on the Gulf show Sunday. Alexander Gray goes on Bernie's show next week. The reason for Eddy Duchin's absence from Lindy's during the lunch hour is solved....He's on tour, returning to the Plaza April 1....Ramona opens at the Savoy-Plaza cocktail lounge Saturday!.... Floyd Gibbons presents Kate Smith and Stoopnagle and Budd Saturday night....Bud Roth, former advertising and exploitation head for Adam Hats....went into business for himself under the Roth Agency banner. Will act as station rep and production planners!**

FOREIGN

JAPAN stations JZH, JZI, JZK and JZL, operating on 6.095, 9.535, 11.80 and 15.16 meg. respectively will soon begin airing special short-wave broadcasts for listeners in the United States. Programs will be heard from 3 to 4 p.m. daily.

Radio will play an important role in the exposition to be held in Paris next Spring. A radio pavilion is now under construction, with the erecting of the largest broadcasting hall in the world to follow.

Radio waves can be used to destroy insects by an invention just completed by Dr. G. C. Lernon in London, Eng. Apparatus will be used by farmers in fight against destroyers of crops, particularly corn.

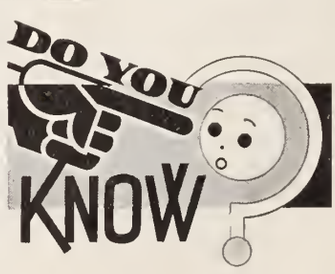
Every radio station in Germany must pay for the privilege of broadcasting recordings in the future following a decision handed down in the Reich's Judicial Court.

Austrian government has founded a special college in Vienna to teach radio technic. Scholarships will be tendered to the nation's talented musicians.

A laboratory for television is being built near Tokyo, Japan, by Japan Broadcasting Corp., for completion in March. About $1,500,000 is being spent on the project.

WIP Vocal School

Philadelphia—Now that WFIL has become the guiding spirit for would-be radio dramatic actors with the formation of a theatrical school of the air, Clarence Fuhrman, WIP musical director, hopes to do as much for the aspiring vocalists. Neophytes attending Fuhrman's "Radio Classes" get all the rudiments of mike technique and their actual broadcasting experience on the "Clarence Fuhrman Presents" stanza, originating here for the Intercity net. Albert Boss and J. Harry Tipping tutor the tonsilers.



Radio was used extensively by the U. S. Army as far back as 1900.

That a German radio message, sent to Mexico, was intercepted by the British and turned over to American military officials — and that it helped bring us into the World War.

Congratulations are in order to the radio industry with the publication of RADIO DAILY by JACK ALICOATE who for eighteen years has demonstrated his ability to do this new job well by his outstanding success with FILM DAILY, leader in the field.

J. E. BRULATOUR

☆ Chatter ☆

MANAGERS and management bureaus are getting busy. Harry Bestry has picked on Patti Pickens. Contract is exclusive. Consolidated Artists will handle Don Bestor who has left Music Corporations of America, and Columbia Artists Bureau has taken on "The Debonairs", radio trio and West Coast's soprano sensation, Hollace Shaw.

Calumet Baking Powder trying to move "We the People" show from its present Sunday, 5 p.m. spot to an evening hour on a week-day. Placed an order to this effect with NBC.

Mutual, through CKLW brought the first eyewitness account of the sit-downers in Flint to the mike with Joe Gentile doing the announcing. Broadcast held between Chevrolet plants one and two with national guard protecting mikester of strikers.

New additions to the NBC press department include Don Glassman formerly free-lance radio writer; Thomas Riley, transferred from the news division, and Frank C. Lepore, former editor of NBC Transmitter. Tom C. Davis, Guest Relations staff succeeds Lepore on Transmitter.

Norman Boggs, former director of sales at WAAF, has left that position to join WGN's sales force. Boggs had been connected with WAAF for the past five years.

Radio stars will entertain the Press Photographers' Assn. of New York at their annual dance and entertainment to be held at the Hotel Commodore April 9.

Mastercraft on WJZ

Harvey Whipple, Inc., Springfield, O. (Mastercraft oil burner) will start a musical program on WJZ beginning Tuesday, 6:35-6:45 p.m. Al & Lee Reiser, George Griffin comprises the talent. Series set for eight weeks through Willard G. Myers, New York.

Mary Marlin Signing Off

"The Story of Mary Marlin" sponsored by International Cellucotton Products Co., Chicago (Kleenex) signs off the air Feb. 26. Program is heard Mondays through Fridays, on the NBC-Red, 12:15-12:30 p. m.

For Adults Only

WHN believes that they have solved the problem of presenting programs for adults, without the children being present.

"Parents' Forum" conducted by Mrs. Stella Kaye, child consultant, will be aired via the station Sunday nights at 9 p.m., the time all good children ought to be asleep. Will answer the parents' woos pertaining to the kiddies.

☆ WITH THE WOMEN ☆

By ADELE ALLERHAND

ADD Kay Reed.....music librarian at WNEW.....to the male vs. female announcer controversy.....Assistant to Musical Director Pitt.....the Reed gal reigns over recordings.....could in the proverbial pinch.....pinch-hit for her superior.....She plays four instruments.....harp..cello..piano..organ .....and is "aired" on four programs a week.....one over WOR.....So far as she knows.....Kay's the only female music librarian in town.....once played Ophelia.....and was one of the first femme announcers.....but never let it interefer with her musical activities.....According to Kay.....the coddled contingent can deliver commercials as convincingly as the more savage sex.....She believes men don't think so.....Also that it's a matter of opinion.

▼ ▼

Three M.C.s in a week and a half.....is the record of the all-gal "Hour of Charm".....deserted by Arlene Francis.....presided over by back in the "Linit" days.....took it over again yesterday.....Manned back in the "init" days.....took it over again yesterday.....Manned .....ahem.....by thirty damsels..... M.C.'d by another.....managed by still another.....this program is authored by.....a male.....Alton Alexander.

▼ ▼

Alice Frost.....Rinso's "Big Sister".....won her bout with "ole debbil" grippe.....and is back from the land of the big Loaf.....i.e.....Florida .....big sistering again.....Little Sister.....Haila Stoddard.....of the same program.....will divide her time between.....the family circle.....and the dress circle.....She'll go "theater" in a new Sidney Kingsley play shortly..... The Lillian Lauferty who authors the program used to be "Beatrice Fairfax"..... of "Lovelorn" fame. Mary Eastman.....warbler on the "Saturday Night Serenaders".....Pet Milk program.....flew Floridaward yesterday for a week's sun-tan.....She'll return to a change in tempo.....she's to go "Waltz-time".....replacing Bernice Claire.....on the program of that name..... Gertrude Berg.....ex "Mrs. Goldberg" of the Clan "Goldberg".....returns to the ether within the month.....new idea.....new script.....new sponsor.

▼ ▼

Back from the barbarous coast.....Bernice Judis will resume managerial duties over at WNEW.....Monday.....Her secretary.....Janet Ross.....goes altarward March 19.....Best wishes, Janet.....Rita Hudson.....newspaper lass of "Rita Hudson Recommends"..... interviews Jessica Ogilvie.....of the hair specialist Ogilvies.....today.....Friday she puts Rita Cowles.....scribe of "New York Woman".....to the question.....microphonically speaking.....Effective Monday.....the program goes commercial.....a half-dozen times a week.....Perfumes by Rinelli sponsoring three of the weekly broadcasts.....The Clemenses .....Jack and Loretta.....WABC.....go network at the end of about seven more weeks.....Boswelliana.....Connie.....on the coast..... will have another seven weeks.....of "California Hour".....effective Feb. 15.....with Conrad Nagel.....screenie scion.....announcing.

▼ ▼

Agnes Moorehead took the air for the first broadcast of "The Girl Interne".....WHN series.....then vanished into it.....to be heard no more on that program.....Another unsolved mystery of the air.....Lady-maestro Miriam Hoffman and her all-femme orchestra leave the Arcola Inn, New Jersey this Friday.....Myrtle Vail has 1,500,000 words for it.....it being the "Myrt & Marge" program.....According to the radio actress and script writer she has penned that many words for the 775 scripts she has authored since the program's premiere in 1930.

☆ STATION FLASHES ☆

THE F.C.C. has authorized the transfer of the control of WCOP, Boston, from the estate of the late Joseph M. Kirby to Arde Bulova, New York watch manufacturer. Former Federal Radio Commissioner H. A. Lafount is a minority stockholder and is associated with Mr. Bulova in the deal.

WOW, Omaha, has started a new sustaining Sunday afternoon program, a 30-minute weekly feature at 1 p. m., and called the Sunday Magazine. Foster May, WOW's news editor, will present the news of the week interpretatively, a surprise interview with some personage and an electrical transcription of some important local stunt program presented during the preceding week. John K. Chapel is announcing the program.

Connecticut Junior Federation of Music inaugurates a program of music featuring young talent from WICC, New Haven, on alternate Saturdays at 10:45, beginning Feb. 13.

Arrow Beer Co., Baltimore, has inaugurated a news program over station WCAO, using four periods daily. C. D. Kenny Co., Baltimore, producers of Norwood coffee, has inaugurated a half-hour transcribed program on Sunday evenings over WBAL. The local program, "The Crime Clinic," conducted by Samuel Kling over WBAL, was taken by the Mutual Network on Sunday.

Charlotte's two radio stations, WBT and WSOC, usually in sharp competition for business and popularity, united their forces and facilities in raising flood relief funds, and are credited with having had a large part in aiding the local chapter of the Red Cross in raising approximately $30,000 in cash and nearly $10,000 worth of clothing and food, although its final quota was only $10,000.

KCMO, Kansas City, has signed contracts with the following: Colby Candy Co., Lawrence, Kans., for three 15-minute spots daily for 15 weeks E. J. Brach Candy Co., for 52 spot announcements handled through Needham, Louis, and Brorby of Chicago; Bunte Bros. Candy Co., for 1 spot a day for 100 days handled through Fred A. Robbins of Chicago; Curtiss Candy Co., for 546 spots, six each day, handled through McJunkin's Agency of Chicago; Premier Pabst Co., for 75 half-hours during the next twelve months; and F. W. Fitch Co., for fifteen 15-minute spots.

Defer "Court" Trial

The examination before trial scheduled for yesterday between Judge Nathan Sweedler and Standard Brands, NBC, WMCA, J. Walter Thompson and A. L. Alexander, was postponed until next week. Court action is relative to the use of the name "Good Will Court."

Los Angeles

ED HOLDEN, creator of the Pacific Coast's long time popular comic, Frank Watanabe, sold his Hollywood home, and left Friday for Chicago, to start new comic skit series five daye a week, starting Feb. 15 on NBC's Red network.

Ernest Hix, Raymond Morgan Co. executive, is flying East for a series of conferences expected to put the popular Coast dramatized oddity feature, "Strange as it Seems" on as a sponsored, nationwide program. "Strange" was Morgan Company's first production, on the air for 209 weeks for Gilmore Oil. Gilmore gave it up to return its Gilmore Circus.

NBC has broken off negotiations with Paramount for filming NBC's long popular serial, "One Man's Family," it was announced by Don Gilman, National's v.p. in charge on the Coast. Author Carlton E. Morse and Paramount execs couldn't agree on directors, type of story and similar details, Gilman said.

Tavannes Watch, off the air since the pre-Christmas sales campaign, will come back in time for graduation gift sales, with a 15-minute weekly program over Columbia's Pacific Coast stations, with a 13-week contract. Program will be "Split Seconds of History," dramatic, originating in KNX studios, Gary Breckner, producing. There will be a contest, with watch prizes.

Lucas Follows Jurgens In Chicago Mutual Spot

Clyde Lucas and his orchestra will take over the bandstand in the Gold Coast Room at the Drake Hotel, Chicago, and their broadcasts will be heard nightly over WGN and the Mutual System beginning Friday. The Lucas orchestra will be heard on all of the broadcasts now occupied by Dick Jurgens and his orchestra which is currently heard on the Mutual chain. Lucas and his orchestra come to the Drake direct from New York, where Clyde and his boys have been playing for the past four years.

100th for Maj. Bowes

Major Edward Bowes will celebrate his 100th network show tomorrow night with a special show. The amateur hour first went coast-to-coast March 25, 1935, sponsored by Chase and Sanborn. Present sponsors are the Chrysler motor group, with Ruthrauff & Ryan, the advertising agency. Major Bowes wil toast the city of Rochester on this anniversary show.

AIR PARADE IN REVIEW

"ONE MAN'S OPINION"

Sustaining on WMCA (Inter-City Network), Nightly 12-12:15

CRITICISM OF BROADWAY OPENINGS BEFORE THE CURTAIN FALLS DELIVERED WITH SPICY COMMENTS ON THE DAY'S HAPPENINGS.

Harry Hershfield returned to his favorite spot "at the stroke of midnight" with the usual breezy review of Broadway shows he just left. Opening spot featured his praising of Martin Starr, who pinch-hitted for Harry, while the commentator was in Hollywood writing for Warner Bros. Greetings attended to, the critic proceeded to massacre the Theatre Guild show, "The Masque of Kings," authored by Maxwell Anderson.

The listener would believe from the opening that the critic was being very decent to the offering, but as the minutes lagged on, Hershfield lambasted the play, forgetting that it was a Guild production. His continuity was subtle, yet delivered the necessary attack. The delivery was fresh and in the form of fireside chatting.

Program will hereafter feature the humorous side of the day's happenings sandwiching the reviews of the shows opening on Broadway that night.

"NEW SYMPHONY ORCHESTRA"

Sustaining

WABC (CBS Network), Saturday, Jan. 30, 12:30-1 p.m.

IMPRESSIVE EURASIAN MUSICAL OFFERING BY JAPANESE SYMPHONY ORCHESTRA THROUGH BROADCASTING CORPORATION OF JAPAN.

A new piano concerto by Claude Lapham filtered over the Pacific from Japan on Jan. 30. The presence of Klaus Pringsheim in the role of batonist made the Entente Cordiale complete, musically speaking. The East-West concoction presented interestingly a technique of Occidental music based on Japanese musical idioms. A new note was struck by the presence of unnamed Japanese string instruments somewhere in the musical ensemble. Miss Shizuyocho Miyauchi, Japanese Jessica Dragonette, did nobly in several characteristic Nipponese ditties. An original choral was sung effectively by the Ueno Choral Academy,—the composer, Nobutoki.

Clear-as-a-bell pickup did much to help along an interesting musical event.

Rogers Majestic Net Up

Montreal, Que.—Rogers Majestic Corp., radio manufacturers, announce earnings for nine months ending Dec. 31, 1936, were approximately 60 cents a share after all charges, compared to 1.7 cents a share fiscal year ending March 31, 1936, and 0.8 cents per share in previous year. As a deficit of $111,045 stood at end of fiscal year March 31, 1936, there would not be sufficient surplus carried forward to warrant a dividend this year.

Charlotte Radio Shop Moves

Talley Electric Co., Charlotte, has moved into new quarters at 510 South Tryon Street. This firm has been serving radio owners for three years from one of the most completely equipped service shops in Charlotte.

Hedges Moving Family

William Hedges, who recently left NBC to become vice-president of WLW, Cincinnati, left yesterday for the Ohio city after arranging to move his family out there. While in New York, Hedges also conferred with Mutual officials.

Charlotte G. E. Meeting

Charlotte, N. C.—R. M. Johannesen, branch manager of General Electric Supply corporation's Charlotte branch, has announced a sales convention of dealers and salesmen of his territory to be held Feb. 11.

An exhibition of various types of radios and a dinner meeting at night will feature the convention.

Would Ban Auto Radios

Salt Lake City—The Idaho senate has passed a bill to ban the use of radios in automobiles in operation on the highways of the state. The measure, which now goes to the House, exempted police cars only from its provisions. The vote was 22 to 21.

Oil Burner Program

Harvey-Whipple Oil Burner Co. to sponsor Castles of Romance show over NBC-WJZ every Tuesday from 6:30 to 6:45 p.m. starting March 9. Contract calls for eight weeks and will feature George Griffith, baritone.

Arriga Joins WBNX

Arno Arriga, orchestra leader and composer, formerly of the Metropolitan Opera House, and one-time director of orchestras on WJZ and WEAF, has been appointed new musical director of station WBNX, New York.

MUSIC

FREDDIE MARTIN and his band, with swing singer Terry Shand and tenor Elmer Feldkamp, round out a full year on the WOR-Mutual net, coming from Chicago's Aragon Ballroom.

HUGO MARIANI'S tango-rhumba orchestra is broadcasting via WGN-Mutual. They replaced Al Kavelin's band at the Blackstone Hotel in Chi.

GLADYS SWARTHOUT'S musical theme on her fireside concert series will be "Could I Be In Love," written especially for her by the late William M. Daly, an old friend.

PAUL ASH, Dean of the Maestros, returned to baton-wielding last night at the French Casino in N. Y.

BOB CROSBY and ork return to the air Feb. 26 via the Congress Hotel in Chicago. They'll be aired 12 times a week, four to be national hookups, over the NBC.

EDDIE PROVOST replaces Miriam Hoffman at Arcola Inn, N. J., on Friday.

FREDDIE MARTIN is celebrating his first anniversary on Mutual and at the Aragon Ball Room.

ARNOLD JOHNSON and his boys have just had their contract renewed. That means an additional thirteen weeks on the "Feenamint" program.

HENRY BUSSE will wave the baton for another eight weeks on the Mar-o-Oil Shampoo program. Time has been cut from one-half hour to fifteen minutes.

HUGO MARIANI and ork will follow Al Kavelin at the Blackstone, Chicago.

SHEP FIELDS and his "Rippling Rhythmers" take over at the Normandie on Feb. 21.

LENNIE HAYTON'S orchestra has been re-signed for an additional three weeks at the Hollywood Restaurant along with his featured stars, Paul Barry, baritone and the Rhythm Kings, vocal trio.

Off to Coronation

Paul White, CBS director of special events, and Bob Trout, CBS special events announcer, will sail for England April 12 aboard the Georgic and will arrange for the CBS-BBC broadcasts covering the coronation of King George VI.

No Radio-Film Fight Seen by Wm. Paley

(Continued from Page 1)

conditions usually shape themselves automatically so that they get it", he declared, adding that both the movie and the radio industries are making real efforts to solve problems and smoothe out difficulties.

Competition in radio is so keen, he says, that screen stars who used to hurt themselves by poor showing on the air, are automatically weeding out. The same competition is helping them build more fans by appearing in better air entertainment.

Hollywood will be America's television capital, when television arrives, in the opinion of Paley. Here are some things he thinks about television:

It will be two years before sets start selling.

It will be a long time after that before television will have any audiences outside of the big cities, because of the limited radius of television reception.

Broadcasters will have to finance a long period of sustaining programs while they build audiences big enough to attract advertisers.

General Foods Starts 13-Station Spot Series

(Continued from Page 1)

Capt. Frank Hawks, the speed flyer, over 13 stations in the East and Mid-West. Program is being broadcast Mondays, Wednesdays and Fridays, 5 p.m. "The Hawks Trail" is the title of serial and an extensive premium campaign is being used along with the discs. Thirty-two different premiums appealing to children are being offered in exchange for Post Bran box tops. Stations on list WLEU, KTBS, KFBK, WIBX, WKY, KGNC, KRNT, WTAQ, WOC, WMBD, WOOD, WFAM, KFH.

Fifty Stations Attend the Canadian Convention

(Continued from Page 1)

ager of Canadian Broadcasting Corp., assured the broadcasters of the corporation's cooperation. New officers elected were: President, Harry Sedgwick, Toronto; Vice-President, J. Elphycke, Edmonton. Directors: Wm. C. Borrett, CHNS, Halifax; J. Beardall, CFCO, Chatham; H. C. McLaughlin, CJRC, Winnipeg; A. A. Murphy, CFQC, Saskatoon, and Phil Lalonde, CKAC, Montreal.

"Iron Master" Quitting

American Rolling Mills Co., Middletown, O. (Armco sheet iron) will discontinue its "Armco Iron Master" program on the NBC-Blue, Tuesdays, 10-10:30 p. m., after the Feb. 23 broadcast.

New Columbia Studio

Columbia Broadcasting System has opened a new auxiliary studio atop the building at 799 Seventh Avenue, New York. Fels Naphtha program currently airing from new site.

Showmanship

Plugs Pile Up Biz

BENTLEY'S Kansas City Credit Merchandiser airing fifteen minute program daily from WHB consisting of music, songs, dedications, gags and non-serious commercials. Recently started contest to tag program. Followed up with dedication stunt, plugging neighboring cities twice weekly. Sponsors, originally heard only on spot announcements from same station, announce increase in sales weekly because of airings.

Newspaper Plugs Serial

Promotion Manager W. O. Wiseman of The Omaha Bee-News, Omaha, while casting around for a radio idea recently, happened on the fact that the paper's night police reporter, Bernard Henry, and the Central States Broadcasting Co.'s general manager, John Henry, had written a radio mystery play several years ago. The play, never presented, was dragged out of storage, dusted off and broken up into 13 chapters. Result was the start of one of the most unusual radio-newspaper tieups ever devised. "Murder on Schedule" was started Jan. 18 and is being presented on Mondays, Wednesdays and Fridays at 10:15 p.m. by the KOIL players, directed by Arthur Faust. On the same days the chapter is printed in both the morning and evening editions of the Bee-News. Similarly every day of the presentation eight clues are scattered in the newspaper's want ad sections. Readers and listeners are to assemble these clues and present their own solutions in a contest. First prize is $100, and 20 more prizes of 10-volume sets of mystery stories are offered.

Hats for New Jokes

New Willard hat program started off with a bang over KRLD, Dallas, when sponsor made offer to trade gags for product. Program, aired every Friday at 6:30 p.m. from this station is recorded and then rebroadcast over KRGV, Weslace and KFRO, Longview, Texas. Stunt is to have listeners submit jokes to the station, and the sponsor pays off each week with three of their hats, per station, to winners. If idea pulls, sponsor will enlarge list of stations carrying show.

Taxicab Tieup for KMBC

Kansas City's KMBC has created a new outlet for informing the public of their programs. Station made tieup with a fleet of 300 taxicabs. Idea is for the cabs to use space plugging the station's shows one week in the month. Sponsors are happy to get this extra exploitation, figuring on a definite market from taxi-users.

F.C.C. Discontinues 24-Hour Flood Watch

(Continued from Page 1)

Assistant Chief Engineers, A. D. Ring and A. W. Cruse, into the recently flooded areas for the purpose of ascertaining first-hand knowledge of what lessons have been learned during the recent emergency which would be of benefit to the Commission in coordination of effort in the event of future emergency.

Agency Signs Ball Player

Buddy Hassett, star first baseman for the Brooklyn Dodgers, and possessor of a tenor voice, was signed with the Artist Syndicate of America, the Matty Rosen - William Miller combo. Agency will peddle ball player with a new idea to the radio people.

Cassel to Films

Walter Cassel, who left the Sealtest Saturday Night Party with his contract still calling for two more weeks, was signed yesterday by Warner Brothers for the male lead in "Desert Song." Cassel was released from his radio commitments when sponsor signed Donald Dickson.

Carnation Milk Renew

Carnation Co., Milwaukee (milk) has renewed its NBC-Red network program, Mondays, 10-10:30 p.m., until the end of the year. Program features Frank Black and his orchestra.

Tastyeast Settles Braddock Contract

(Continued from Page 1)

walking out on sponsor after the third week. Show was a dramatization of the fighter's life, written by the expert sports writer, Jack Kofoed. The Peck Advertising Co. substituted the fourth week, with a variety show. On the fifth week, Braddock was recalled, appeared two weeks and then was off permanently.

Joe Gould, Braddock's manager, did not instigate legal action against the sponsor, preferring an amicable settlement, which was arranged the other day.

Red Cross Show Free For Stations at Large

William Wrigley Gum Co., sponsors of the two-hour Red Cross benefit broadcast tomorrow night, has designated that any chain or local station in the country may pick up the airing at no cost to themselves. William S. Paley, Lennox Lohr and Alfred McCosker, heads of the three coast-to-coast networks have charge of the radio end of the benefit. Production to be handled by Sam Harris, Howard Dietz, Mark Connelly, Billy Rose and others.

Among the New York stations airing the show will be NBC, CBS, Mutual, WHN and WNEW. Broadcast time is 12:30 to 2:30 a.m. and emanates from Radio City Music Hall.

GOOD LUCK TO YOU, JACK,

and to

"RADIO DAILY"

From

W. RAY JOHNSTON

and

MONOGRAM PICTURES CORPORATION

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 4 NEW YORK, THURSDAY, FEBRUARY 11, 1937 FIVE CENTS

Webs In Billing Dilemma

RADIO COURSE ADDED AT INDIANA COLLEGE

Terre Haute, Ind.—The Indiana State Teachers' College here will offer a formal course in radio broadcasting technique under direction of Dr. Clarence Morgan, director of radio college programs, with the opening of the spring term in March.

The school will equip a two-room radio broadcasting unit in Administration Hall, one room to serve as the studio for presentation of plays, musicals, lectures and other programs, and the second, constructed with an inclining floor, to provide space for spectators watching the broadcasting through glass-panel wall. The latter room students will use for class work.

Station WBOW in this city will provide the outlet for the programs.

Omaha—A class in announcing is being taught at the Municipal University of Omaha by Bob Cunningham, KOIL program director.

WAAB "Marriage Clinic" Goes National on Mutual

Boston—"Marriage Clinic," on WAAB, local key outlet for both Colonial and Mutual networks, will be heard nationally via the latter chain beginning Feb. 15. Show will go on at 10:31- 10:45 a.m. Organ

(Continued on Page 8)

Television Shows Seen Better for Advertisers

While television shows will be more expensive for broadcasters than radio offerings, television will give advertisers advantages in reaching a desired nationwide audience that ra-

(Continued on Page 8)

No Issue Tomorrow

Due to the Lincoln's Birthday holiday, there will be no issue of RADIO DAILY tomorrow.

RECORD SIZE AUDIENCE FOR FLOOD BROADCAST

Tonight's mammoth benefit performance emanating from the Radio City Music Hall for the benefit of American Red Cross flood fund will be heard by a night audience of record proportion. It will be the first time that all three major networks, NBC, CBS and Mutual will play a program simultaneously for two solid hours, from 12 midnight to 2 a.m. William Wrigley Jr. is the sponsor.

Masters of ceremonies will include Major Bowes, Noel Coward and others while stars already lined up for the program are:

Honorary chairmen of the benefit are Mayor F. H. LaGuardia, W. G. Van Schmus and J. J. Shubert. Chairmen are Leonard Sillman and Alan Corelli; Managers, Ben Boyar and

(Continued on Page 8)

KOB Joining NBC

KOB at Albuquerque, highest powered station in New Mexico, will affiliate with NBC this summer. A clear channel station, KOB operates on a frequency of 1180 kilocycles with a power of 10,000 watts. It is pioneer broadcasting station of Southwest and is making its first national network affiliation in joining NBC web.

Rate Card or Account Method Discussed at Conference by Officials of NBC and CBS Systems

Question of how to total and recapitulate monthly gross revenue of Columbia Broadcasting System and National Broadcasting Company worked itself into moot question Tuesday, and culminated yesterday afternoon in a prolonged discussion between the sales promotion and statistical heads of both networks.

Mutual agreements on the release of various figures have been in effect and held for a time, only to be broken by one side or the other. Recently both NBC and CBS claimed foul on different occasions. Present situ-

(Continued on Page 3)

16 P. & G. SERIES ALL ON NBC CHAINS

When the "Life of Mary Marlin" goes on the air under the sponsorship of Procter & Gamble Co., Cincinnati, on March 29, NBC will have 13 shows on its network, exclusively, sponsored by P. & G. Programs, with the exception of two shows, are using only daytime periods. "Life of Mary Marlin," a script program, will be heard on two NBC networks. On the

(Continued on Page 3)

Nat'l Biscuit Program Switching to Columbia

National Biscuit Co. (through McCann-Erickson agency) switching from their present Friday night NBC spot to CBS. New program, starting March 28, and heard from 8 to 8:30 p.m., will feature Victor Moore and Helen Broderick. No band selected as yet to succeed Buddy Rogers. Show will be titled "1937 Edition of Twin Stars."

Keech in Partnership

Kelvin Keech, former NBC announcer and now free-lancing, will form a partnership with Charles Gordon, producer, for the purpose

(Continued on Page 8)

TRADE AGREEMENTS WITH 15 COUNTRIES

Washington—Concessions of direct benefit to the radio industry have been obtained in 11 of 15 trade agreements thus far concluded in connection with the Government's efforts to regain foreign markets, according to the State Department.

About 15 per cent of the yearly production of radio industry products

(Continued on Page 8)

Poll on Court Issue Being Aired Over NBC

Arrangements have been completed between the Special Events department of National Broadcasting Company and the American Institute of Public Opinion (Dr. George Gal-

(Continued on Page 8)

Government Census of Manufacturers Shows a Big Increase in Radio Output

Philadelphia.—Manufacturers of radio apparatus and phonographs in the United States reported a substantial increase in employment and a pronounced increase in production in 1935 as compared with 1933, according to preliminary figures compiled from returns of the recent biennial census of manufacturers, released by Director William L. Austin, Bureau of Census.

Industry employed 44,792 wage-earners in 1935, an increase of 36.2 per cent over 32,879 reported for 1933. The $42,910,316 in wages exceeded the 1933 figure of $29,654,376 by 44.7 per cent. Aggregate value at f.o.b. factory prices of radio apparatus, phonographs and related equipment made in 1935 amounted to $202,865,672, an increase of 70.1 per cent as compared with $119,234,930 reported in 1933. Of the 1935 total, $131,341,836 was contributed by complete radio receiving sets, as

(Continued on Page 3)

Monopoly on Lincoln

Charles Webster, dramatic actor, has been cast to play Abraham Lincoln eight times on as many programs over the week-end. Spots include: Floyd Gibbons, "Believe It Or Not Ripley", "Echoes of New York Town", "Palmolive Beauty Box Theater", "Radio Guild", "Death Valley Days", and two sustainings. Webster never played Lincoln on the stage.

Renew Rapee '37-38

Erno Rapee, general musical director for General Motors Corp. Sunday night concerts on NBC, has been given another contract by G. M. covering the season starting next Fall. Signing of Rapee indicates G. M. continuing their Sunday night concerts next season, after a short summer vacation, or light concert fill-in during the hot weather.

RADIO DAILY

Vol. 1, No. 4 Thurs., Feb. 11, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserеau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; six months, $3; three months, $2; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

Guizar Pinch-Hitting For Pick and Pat

Model Tobacco Co. has selected Tito Guizar to pinch-hit for Pick and Pat on Feb. 15. Blackface comedians will vacation in Florida. Sponsors will use different act each week until regular talent returns.

Start New WSMB Tower

New Orleans—Work on the new broadcasting tower for WSMB here will begin within 30 days, Harold Wheelahan, the station's manager, announced. The new tower will be located across the river in Algiers, about a mile from the present tower at the naval station, and will cost approximately $45,000. WSMB has applied to the FCC for 5,000 wattage.

Mueller Series on NBC

C. E. Mueller Co. (macaroni and spaghetti) to air a five-a-week series over the NBC-Blue network beginning Feb. 22. Broadcast time is 10:45 to 11 a.m. and will consist of dramatic serial. Kenyon & Eckhardt, Inc., is agency.

FINANCIAL

Thursday, Feb. 11

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182¾	181½	181⅜	.....
Crosley Radio	25½	25½	25½	...
Gen. Electric	62⅜	61⅜	61⅞	— ⅛
North American	32	31½	31¾	+ 1⅜
Stewart Warner	20⅜	19¼	20⅛	+ ⅝
Zenith Radio	37½	36⅝	36⅝	— ⅝

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17¾	17¼	17¼	+ ¼
Nat. Union Radio	2⅝	2½	2⅝	+ ⅛

OVER THE COUNTER

	Bid	Asked
CBS A	49½	51½
CBS B	49	51
Stromberg Carlson	19½	20½

All WNEW Equipment Transferred to New York

WNEW has severed all connections with Newark and their studios there. All equipment has been moved to the present site at 501 Madison Ave. and the Newark building is permanently closed. The change, has necessitated an increase in the present budget for the Dance Parade broadcasts. There are a number of spots now airing from the Jersey side of the river and new lines must be connected to the New York studios. Standby announcers are used on the show making it imperative that programs be piped from the originating spot to the studio, and then to the transmitter.

Construction Started On New Calif. Station

San Francisco—Tulare-Kings Counties Radio Associates, composed of four daily newspaper publishers of Tulare and Kings counties, have begun construction on a radio transmission station near Visalia. Station will cost at least $30,000. FCC granted builders permission to erect station Feb. 2 with the stipulation that it would be finished in six months.

Heinz 13-Weeks Spot

Heinz going on the air with a new series of 13 weeks of transcribed programs, advertising Baby Food. Angelo Patri will talk on child welfare.

Melton for Sealtest

Sealtest Laboratories have signed James Melton to emcee their Saturday Night Party Feb. 13. This marks Melton's first broadcast since last fall, when he stepped in the Hollywood Hotel spot vacated by Dick Powell while the latter was ill. In addition to his duties as emcee, Melton will sing three songs. Program airs from 8 to 9 p.m. over NBS-Red net.

Warble for Farley

Helen Jepson and Lawrence Tibbett have been selected as soloists for the testimonial dinner to be given James A. Farley Feb. 15. A portion of festivities will be aired over NBC from 10 to 11 p.m. Speakers will include, among others, President Roosevelt, Vice-president Garner and Mr. Farley.

Cutting Up Eddy

Kansas City—Nelson Eddy, star of Vicks program underwent his third minor operation in two days yesterday. First two operations were on nose and throat, with yesterday's surgery removing additional follicular matter at the back of singer's throat.

Pinky Lee Renewed

Tastyeast has renewed Pinky Lee on the Joe Rines' Dress Rehearsal program for an additional thirteen weeks. Lee is comic relief on show.

Ramona Asks Release From Whiteman Pact

Ramona, with Paul Whiteman's band for many years, filed an affidavit yesterday in New York Supreme Court, asking that she be released from fulfilling a contract with Whiteman. Action was filed under her name, Ramona Davies, calling on Whiteman, Artists Management Bureau, Inc., and Jack Lavin, head of the agency, to call off all bets on meeting future contract obligations.

Utah Radio Products Files Registration

Wash. Bureau, RADIO DAILY

Washington—Utah Radio Products Co., of Chicago, yesterday filed registration statements with Securities and Exchange Commission, listing 155,000 shares of no par value common stock. Subscription warrants evidencing right to purchase 98,190 shares common stock at $2.25 per share were issued to stockholders. Proceeds to be used as working capital and to discharge indebtedness for improvements and replacements of machinery and equipment.

Thomas Troy Dead

Thomas Troy, 82-year-old veteran of the stage, and of late heard on the NBC Echoes of New York Town show Sunday nights, died of pneumonia yesterday in the French hospital.

Vera Van Back

West Coast Bureau, RADIO DAILY

Hollywood—Vera Van, who "retired" from radio singing two months ago for a domestic career, is back on the air, returning for "Sing Time" on KHJ.

Vicks Show from East

With Nelson Eddy, Nadine Conner and Joseph Pasternack arriving in New York on Feb. 22 from Chicago, balance of Vick's Open House broadcasts will be aired from this city. Program fades from the air March 21.

Cherniavsky Renewed

Josef Cherniavsky's "Musical Camera" has been renewed for an additional 13 weeks on the NBC Red network, Sunday afternoons, by the International Silver Co. (Rogers Bros. 1847). N. W. Ayer & Son, Inc., is the agency.

Uncle Sam Program

National Broadcasting Co. and U. S. office of Education to co-operate in new series to begin Feb. 19. Show will be called Uncle Sam at Work and will be aired from 7 to 7:15 p.m. weekly.

Roosevelt on 3 Webs

President Roosevelt to broadcast over the three coast-to-coast networks next Monday night when he speaks at the James Farley dinner. Speech will be aired at 10 p.m.

COMING and GOING

DONALD FLAMM, president of WMCA, and WILLIAM WISEMAN, vice-president and counsel, sail today for a southern cruise.

NELSON EDDY, NADINE CONNER and JOSEPH PASTERNACK arrive in New York on Feb. 22.

ROBERT W. ORR, v.p. in charge of radio at Lennen & Mitchell, left yesterday for Cincinnati to confer with Woodbury officials. Will return Sunday.

PHILLIPS LORD leaves Dec. 22 on that vacation. The "We, the People" and "Gangbusters" star will be gone three weeks.

JOSEPH K. MASON, NBC merchandising department, back from Wilmington, Del., where he attended funeral services for his father Delaware Mason, killed by an automobile.

MARTIN BLOCK, WNEW, leaves for Pinehurst, N. C., today, returning Tuesday.

MORTON DOWNEY arrived on the West Coast yesterday from Miami, where he appeared for General Motors at their auto show. Pulled 70,000 people into the place.

EDDY DUCHIN in N. Y. from road. Leaves in a day.

JOE HAYMES leaves the Roseland for a series of one-nighters.

BOB CROSBY in town; so are ART SHAW and LOU BRING.

BILL GREEN, Rubinoff's drum-beater, off for Havana today as guest of the Yale Drama Dept.

HARRIET HILLIARD leaves for picture work in Hollywood next week.

BERNICE CLAIRE leaves Feb. 19 for Miami.

Humphreys Renewing

Humphreys Homeopathic Medicine Co., New York (packaged medicines) will renew "Sweethearts of the Air" on a split NBC-Blue network on March 2. Renewal is on a week to week basis, subject to a 30 day cancellation clause. Program is heard Tuesdays, Thursdays, 5:45-6 p.m. on WJZ, WBZ-WBZA, WFIL, WBAL, WSYR, WHAM, and Sundays 10:15-10:30 a.m. on the same stations, plus WEBR. May Singhi Breen, Andy Sanella, and Peter de Rose make up the talent end. The Biow Co. Inc., the agency.

Disks of Film Songs

Fifteen-minute radio transcriptions, made directly from the new Jessie Matthews musical film, "Head Over Heels in Love," will be made available to radio stations throughout the country, according to Arthur A. Lee, Vice-President of GB Pictures.

Coming Events

June 1-10: Radio-television exposition, Moscow.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

Feb. 11: General Electric Supply Corp. sales convention, Charlotte, N. C.

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

WEBS IN DILEMMA ON BILLING METHOD

(Continued from Page 1)

ation is held in one quarter as merely a "difference of opinion".

Question right now is the method of arriving at the gross billing totals, due to the approximate 10 per cent overall increase in rate cards of both webs which will be represented on considerable January business. CBS, which reported a 24.2 per cent increase for January, 1937, over that of the same period a year ago, states the figures are srtictly based on contract rates and are a true picture. The CBS billing for January was given as $2,360,740, and was the biggest January in its history.

NBC figures were compiled for January and revealed a reported increase of over 40 per cent over that of 1936. This would give NBC approximately $3,500,000 for January, second only to the record breaking October last when much political dough swelled the coffers. No official total was given out however, at the request of Mark Woods, treasurer. The big increase however, galvanized CBS sales promotion and statistical folk into action. Apparently, NBC was basing its figures on the rate card and not taking the accounts individually, since many were protected for one year who had contracts running at the time the rate card was upped.

Late yesterday afternoon E. P. H. James, sales promotion head for NBC, along with Malcolm Bevel, Jr., heading the statistical division, conferred at CBS with Victor Ratner, CBS sales promotion manager, and others. Up to the time of going to press decision as to whether the account or rate card method of compiling the monthly gross, was not made known.

NBC, however, is in process of recapitulating its January billings, and these will not be ready for several days now.

Spots for New Departure

New Departure Mfg. Co., Bristol, Conn. on March 1 will begin a new series of station-break announcements, 12 stations scattered throughout the country. Announcements will be heard three nights a week mixed in among children's programs. Series will run for 18 weeks and will plug New Departure Brakes on bicycles. KSTP, WTIC, KSL, KSD, KMBC, WFIL, WGAR, WSB, WFAA, KOMO, and unselected stations in Los Angeles and Portland, Ore. are included in the schedule which was placed by Lord & Thomas, New York.

Helen Hayes Recess

Helen Hayes will wind up her Sanka Coffee series in six weeks. The Bambi scripts will wind up this series. When Miss Hayes returns to the air next fall, it will be in an entirely new vehicle. She will soon go touring in "Victoria Regina".

Gov't Census Shows Rise in Radio Output

(Continued from Page 1)

against $70,553,334 reported as the value of such sets for 1933. Figures also include $103,964,958 for 1935 and $56,240,070 for 1933, representing the value of receiving sets for home and general use.

Industry classification embraces establishments engaged wholly or principally in the manufacture of radio apparatus, phonographs and parts and accessories.

Promotions at WXYZ

Detroit—Russell Neff, program director at WXYZ, has been made production manager, taking the post of Brace Beemer, resigned to form his own advertising agency. Al Chance, former chief announcer, steps up as assistant to Neff.

16 P. & G. SERIES ALL ON NBC CHAINS

(Continued from Page 1)

Red, Mondays through Fridays, 12:15-12:30 p.m., using 21 stations, and the Blue, same schedule, but different time, 4-4:15 p.m., using a split network consisting of WJZ, WBZ-WBZA, WSYR, WHAM, WXYZ, WBAL. The NBC-Red quarter-hour will promote Ivory soap, and the Blue period, Ivory snow.

Script program is currently under the sponsorship of International Cellucotton Products Co., Chicago (Kleenex) using the NBC-Red but will sign off for this sponsor on Feb. 26. P. & G. will put the program back into the same Red period when it resumes. Compton Advertising Inc., New York, has the Ivory account.

Airing Texas Ball Games

Fort Worth, Tex.—Station KFJZ has paid $5,000 for the privilege of broadcasting all baseball games of Fort Worth Panthers, Texas League, which start in April.



PERSONAL DIRECTION
JACK LAVIN 17 EAST 45 ST.
NEW YORK CITY

AGENCIES

DUKE HUTCHINSON, former president of the Duke Hutchinson Advertising Agency, Pittsburgh, joined the Albert P. Hill Co., prominent Pittsburgh radio advertising agency.

PETE BARNUM, production man at Young & Rubicam, flew to Miami yesterday to handle the Phil Baker show. Baker, vacationing in Florida, will air his Gulf Oil shows from there for the next three weeks.

ROBERT S. ALLISON, Jr., who lines 'em and signs 'em at the Maxon agency was born on the seventh day of the seventh month of the year 1907, at the seventh hour.

A. H. Lewis Medicine Co., through H. W. Kastor & Sons, Chicago, has signed for a new 12 one-minute series of announcements for Tums. First broadcast will be heard in West and on Coast, with more time coming in later.

☆ "Quotes" ☆

"A COMMENTATOR lives by hunting headlines. But once each year he lets his hair down for a forecast. It is my guess the big headlines for 1937 will be the return of a former King Edward to a seat in the House of Lords and an active part in Great Britain's Parliament . . . A move by Germany to reclaim her lost colonies which incidentally will NOT bring on a world war . . . Revolution in China on a national scale . . . And at least 3,000,000 new jobs for persons now unemployed in the United States . . . "—GABRIEL HEATTER.

"I really believe television will be used extensively before 1937 is out. This will mean much more natural radio programs. Radio includes everything people have always done in entertainment, and television will necessitate a new adaptation. Material and style will be more intimate. There will be a new technique and increasingly better entertainment as a result."—MARTHA DEANE.

Quiz 'Em at Home

KECA's idea man has put a new twist on the old "Man on the Street" program. Starting Feb. 16, he will present "The Man on the Telephone" for a weekly sustaining half hour. Numbers are picked at random from Hollywood phone book. Cards are sent out, asking if family will be home and prepared to answer miscellaneous questions. Phone wire is hooked up so questions and replies go on air.



● ● ● If and when the Braddock-Louis fight comes to be, the J. P. Mueller advertising agency has options for the broadcasting rights from Chi....Georgie Price, the comic, now engaged as a stock broker, with offices in N. Y. and Miami, just came back to the city, after playing every flood benefit there....Col. H. Norman Schwartzkopf, former supt. of N. J. State Police, is set to replace Phillips H. Lord on the "Gangbusters" show while Lord takes vacation....Ben Grauer goes at the head of an NBC vaude unit, opening at Fay's Theater in Philly tomorrow....Marge Morrow, ass't casting director at CBS, recovering from operation....Harry Solow, once owner of a clothing company bearing his name, now time salesman for WMCA.

● ● ● *Radio Row paid final tribute yesterday to a grand fellow.... Leo Lewin, contact man for Berlin Music....who died the other day of a heart attack....Among those paying their last respects were....Guy and Carmen Lombardo....Emil Coleman....Vincent Lopez, who cried ....Leo was an old friend....Leon Belasco....Eddie Lane....Stuart Allen....Milton Berle, etc., etc.....Leo was a privileged song plugger. His contacts were done via phone.*

● ● ● With Broadway featuring many hits....radio is anxious to present them....The Curtis & Allen office have options for radio dramatization on "The Masque of Kings", "Eternal Road", "Frederika" and "Behind Red Lights"....Last week George Abbott's "Brother Rat" was presented via the Kate Smith hour, with Frank Albertson doing very well!....Lou Holtz is being offered a few commercials....Jean Paul King, free lance announcer, has a "stand-in" during rehearsals....The music from "Robber Symphony", published by Chapell's, receiving terrific air build-up....Joey Nash busy with electrical transcriptions for World Broadcasting....Donald Flamm, WMCA prexy, back from Europe only three weeks, sails today aboard the Saturnia for a ten-day cruise to Havana....His pal, att'y, and vice prex, William Weisman, goes along....Community Sings will play a one-nighter at the RKO Palace in Chi on Tuesday, en route to Hollywood.

● ● ● *Kelvin Keech, top-notch announcer, now free lancing it, is engaged in a side line....that of selling program ideas to sponsors.... Kel sold "Maxwell House Coffee" Bob Lee, a new sensation, soon to be heard....Mrs. Ozzie Nelson, or Harriet Hilliard, leaves for the coast in a few days. Will appear in the Berle picture....Gene Lester, who is a station singer, station press agent, station photog, and what not, left WHN to devote time snapping stars for CBS and NBC....Gene is considered one of the best candid cameramen in the field....gave J. C. Flippen the "bug"....Radio Orchestra Corporation celebrated their first year yesty....Irene Beasley, CBSinging star, opens officially at the Paradise tonite, though she started on Sunday.*

● ● ● Mrs. Jack Pearl lost a diamond clip valued at $8,000 in the studio during hubby's show Monday night....A thorough search was fruitless. The police were notified, and still no success....The next night, John Bell, NBC page supervisor found the clip, and called Mrs. Pearl, who identified the diamonds, rewarding John handsomely....Three m-c's on the Radio City Theater flood benefit tonite are Major Bowes, Noel Coward and Ed Wynn....Camel Caravan presents George Givot next week....Marion Martin, glamorous showgirl, and Virginia Valley, blues songstress, will be guest stars on Jack Eigen's Broadway Newsreel, Monday at 11.30 p.m. via WMCA. Miss Martin will speak on beauty.

☆ STATION FLASHES ☆

FRED SCOTT has been appointed program director of WSIX, Nashville, filling the place of Casper Kuhn, Jr., who resigned to take over a staff job with WSM.

Verne Moss and Frank Fottrell have been added to the commercial department of DSIX, Nashville, as salesmen.

Herbert MacEwen, present sales manager of WHDL, Olean, N. Y., will be in charge of the Bradford, Pa., branch of the station which is now being readied for its opening. The station's new 250-watt transmitter is located between the cities.

Samuel Woodworth, general manager, and Don Langham, engineer, of WFBL, Syracuse, have returned from the Cairo flood sector, where they were engaged in communications duty with the 6th U. S. Infantry, utilizing, WFBL's portable short-wave transmitter, WGBE, which is contained in a trailer attached to Woodworth's car.

Ben Feld, ex-lawyer-to-be and violin player, has been retained to fill the position of musical director for KMOX.

Danny Seyforth, KWK program director and talent finder, and Tommy Birch, vocalist for the station, recently became Mr. and Mrs. it has been learned.

Bill Rothrum has joined WSYR, Syracuse, as announcer. He came from WMBO, Auburn. Ray Servatius is another new staff member, as continuity writer. He was formerly at WIBX, Utica.

Curly (E. R.) Vadeboncouer, who recently started a new Sunday night show at WYSR, 10 to 10:15 P. M., reviewing the week's news, is reported clicking.

Curtiss Candy Co., Kansas City, is sponsoring the new KMBC daily 15 minute program called Young America Speaks. The children of a different local school are interviewed each afternoon at 4:45 and the program is put on the air by short wave and re-broadcast from the studios.

35-Year-Old Baby

"Lullaby Time", 15-minute WSIX program sponsored by Nashville Pure Milk Co., is supposed to be songs and stories by a mother and her 4-year-old daughter. The "four-year-old girl" is played by a blind woman, 35 years old, Kathleen Lansdown. Her songs and talk are so much like a child's that no listeners know the difference. Her imitation of a very small baby crying sounds more like a baby than a baby itself!

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

ACCORDING to Janet MacRorie, director of the continuity acceptance department at NBC....radio's a fertile field for the femmes....She believes it's rich in opportunities....executive and administrative....for the distaff side of the house ....All of which theories she'll expound on the job clinic series, conducted by Loire Brophy, employment counselor in the New York Herald-Tribune Auditorium ....Aviation takes to the ether when Helen Stansbury goes on the air....tonight at 6:15, over WINS....Florence Maxwell interviewing....Her job is to interest American women in aviation.... Get 'em up in the air and keep 'em there?

▼ ▼

Still another femme commentator aired her fashion views yesterday.... Betty Goodwin, NBC Fashion Editor, was on strictly feminine territory.... talking clothes on the National Association of House Dress Manufacturers program....1,45-2.00.....June Hamilton Rhodes of fashion fame, gives hostesses the low-down on entertaining—from buying the Valentine favors to "bye-bye-ing" the last straggler among the ciggie butts ....on the "Beautiful Homes" program this morning....From partying to "Live Alone and Like It!"....That's logic! ....Marjorie Hillis, who penned the laugh-making best seller, will be the Big Moment on Douglas Allan's "Little Moments with Big People" over WINS.

▼ ▼

Noel Coward's gals go guest star.... with Gertrude Lawrence of "Tonight at 8:30" featured on the Schaefer Nine O'clock Revue, WOR, on Sunday....and Joyce Carey of the same production (she authored "Sweet Aloes") appearing on "Theater Guide" over WINS, 11:30 this A.M....Anecdotes anent Virtuoso Coward are anticipated....Rosalind Green will take over the part of "Claire Whitney" on the "Morning Matinee", Thursdays.... Another drah-ma girl to guest star is Ilka Chase of "The Women"....she'll be heard on the "Hammerstein Music Hall" broadcast Feb. 16....."Hitching Your Hobby" hitches its wagon to a Met guest star when Rose Bampton....now on tour ....is featured over WMCA next Tuesday afternoon....She'll talk to Marion Cole, hobby editor of the New York American, about jewelry and its relation to operatic roles....

▼ ▼

'Extras' Get Break

Hollywood—Movie extras will go on the air in a half-hour sustaining program originated by KFI, weekly starting Sunday, 9:30 P.S.T. Francis X. Bushman will be master of ceremonies, and will produce the show. Audience will be asked to vote on most talented extras.

Weather Hits "Popeye" Program

Wheatena Corp., is not renewing its "Popeye The Sailor" program with Floyd Buckley after Feb. 28. Show is on CBS net Monday, Wednesday and Friday, 7.15-7.30 p.m.

Unofficially, it is understood that the unusually mild winter has resulted in less hot cereal being used and sponsor believes the worst will be over by the end of the month, or at least weather conditions will not warrant another 13 week contract.

Account is handled by Rohrabaugh & Gibson agency.

Varied Viewpoints

Ousted Good Will Court Finds Friend in Flamm

WHEN I returned to New York a few days ago after a short holiday abroad, I learned for the first time about the sudden termination of the Good Will Court. The ruling by the higher court that caused the withdrawal of that program was a keen disappointment, although not entirely a surprise. We knew that for some time effort was being expended in many directions and by many people to bring about the termination of that program. I am not going to comment at this time as to the motives or the justification of that decision. Thus ended, abruptly, one of the most interesting, instructive and entertaining programs ever presented by radio.

In my association with WMCA for the past decade, I have always been of the opinion that a spontaneous program, particularly when it abounds in human interest, is often more attractive to the radio audience than a well-planned, well-rehearsed conventional type of offering. It is for that reason that programs such as Major Bowes Amateur Hour, the Chinatown Mission, important public banquets and the WMCA Street Forum hold such unusual interest for the radio audience. Those elements of showmanship were particularly responsible for the great success of Good Will Court. The instantaneous success of that program was due to its spontaneity, its human interest, but even more important, because of its service to the public—because it touched upon everyday problems that concern so many of our people.

When I outlined this program to my associates about two years ago, I did not have in mind a strictly legal type of program. I wanted its directors, its judges, or whatever you choose to call them, to consider all problems from a broad, human standpoint. We felt that every program presented in which unfortunate men and women were assisted was accomplishing that much additional good. We have no intention of quarreling with, or antagonizing by the further presentation of Good Will Court, those powers that have successfully sought its end.

Now, we initiate the same program with a much wider scope. We choose to call it the Good Will Hour because we feel that the title adequately conveys the type of service we hope to render. In selecting John J. Anthony to serve as director of this program, we believe we have a man who by virtue of his education, experience and personality is equipped to successfully carry on this work. As director of the Marital Relations Institute for the past eleven years, Mr. Anthony has personally listened to thousands of cases involving problems of every nature and description. Hence, this work is nothing new to him. Although he is not a practising lawyer, psychologist or psychiatrist, Mr. Anthony's general knowledge of these subjects will enable him to give proper guidance in the cases that will be accepted for broadcasting during these programs. I sincerely hope that Mr. Anthony will justify the faith I have just expressed in him.

The function of a radio station, as prescribed by law, is to serve in the public interest, necessity and convenience. I am of the opinion that the Good Will Hour will properly fulfill these functions. . . .

DONALD FLAMM, *WMCA Prexy.*

ONE MINUTE INTERVIEW

GUY LOMBARDO

"I don't know much about programs outside the music realm, but in this field I sense a change in public taste, and this year will undoubtedly fill a demand for smarter and more melodious songs to the exclusion of blaring, sizzling compositions."

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

RADIO STATION!
AUDITORIUM!
DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-50 West 45th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075

The DIAL

SENATOR CHARLES O. ANDREWS, Democrat of Florida, will discuss "The Constitution and the Supreme Court" when he is heard on the "Current Questions before Congress" program over the WABC-Columbia network today, 5-5:15 P. M. E.S.T.

FRANK BLACK, radio conductor and executive returned to the piano Monday night at 9 o'clock on WIRE, Indianapolis.

WYTHE WILLIAMS, noted foreign commentator, will discuss "Propaganda by Foreign Governments" in his Foreign Affairs Forum on WMCA tonight, at 7:45. Williams answers questions from listeners who want information on problems relating to the possibility of the next war.

IRENE MURRAY, former stage and screen player and one-time movie critic, made her debut as a radio columnist over WSYR, Syracuse, last night. In private life Mrs. George Zett, she is known as Syracuse's "best-dressed woman." In her radio series she discusses fashions, theatrical events, society doings, etc.

A NEW "Prof. Quiz" type of program over WFBL, Syracuse, is conducted by a real Professor—Howard Viets of Syracuse University. A local bank sponsors the half-hour show on Sunday afternoons.

THOMAS C. JAMESON, city commissioner in charge of WJAX, Jacksonville, Fla., municipal radio station, will lead a discussion Friday, February 12, at the Jacksonville Woman's Club on the subject, "Radio and Advertising".

"ROMANCE OF A CITY" new half-hour show on WSYR Sunday afternoons, is a series of dramatized events in Syracuse history. The first show depicted P. T. Barnum's visit to the city. Fred Ripley directs the broadcasts, sponsored by Revoir Motors, Hudson-Terraplane distributors.

THE NORCROSS SISTERS, harmony singers, who have been on the Red network out of WBEN, Buffalo, for a year, have joined the WSYR staff in Syracuse, sustaining five nights a week.

"BIG FREDDY" MILLER opens Feb. 15 at WSYR, Syracuse. He will have a day-time program with two evening spots. Also plans to do some theater work during week-ends.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

Washington—The following actions were announced yesterday by the Federal Communications Commission:

APPLICATIONS GRANTED

WGL, Westinghouse Radio Stations, Inc., Ft. Wayne, Ind.: Granted amended CP to move transmitter and studio sites locally, and install vertical radiator.

KOTN, Universal Broadcasting Corp., Pine Bluff, Ark.: Granted CP approving transmitter and studio sites, and installation of vertical radiator.

WCBA, B. Bryan Musselman, Allentown, Pa.: Granted license to cover CP as modified; 1440 kc, 500 w. night and day, sharing with WSAN.

WSAN, W S A N, Inc., Allentown, Pa.: Granted license to cover CP as modified; 1440 kc, 500 w. night and day, sharing with WCBA.

KFRU, K F R U, Inc., Columbia, Mo.: Granted license to cover CP; 630 kc, 500 w. night, 1 KW day, share with WGBF, simultaneous day WGFB.

KOCA, Oil Capital Broadcasting Ass'n, Kilgore, Tex.: Granted license to cover CP as modified; 1210 kc, 100 w. Unltd.

KWSC, State College of Wash., Pullman, Wash.: Granted license to cover CP; 1220 kc, 1 KW night, 5 KW day, sharing KTW.

KGLO, Mason City Globe Gazette Co., Mason City, Ia.: Granted license to cover CP as modified; 1210 kc, 100 w. Unltd.

KWOS, Tribune Printing Co., Jefferson City, Mo.: Granted license to cover CP as modified; 1310 kc, 100 w. daytime only.

KSO, Iowa Broadcasting Co., Des Moines: Granted license to cover CP as modified; 1430 kc, 500 w. night, 2½ KW day, Unltd.

KAWM, A. W. Mills, Gallup, N. M.: Granted Mod. of CP approving transmitter and studio at 1100 E. Aztec Ave.

WMMN, Monongahela Valley Broadcasting Co., Fairmont, W. Va.: Granted Authority to determine operating power by direct measurement of antenna input.

WAIR, C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C.: Granted Mod. of CP approving transmitter site at N. Cherry St. Extension; change authorized eqpt. and installation of vertical radiator.

W7XBD, Oregonian Publishing Co., Portland, Ore.: Granted Mod. of CP extending commencement date to Feb. 15 and completion date to Aug. 15, 1937.

W3XJ, McNary & Chambers, Nr. College Park, Md.: Granted license to cover CP; freq. 1060 kc, A3 and special emission; 100 watts, 12 midnight to 6 a.m.

W2XIN, Standard Cahill Co., Inc., Mobile (New York): Granted Mod. of license to change name to WBNX Broadcasting Co., Inc.

NBC, New York, Portable Mobile: Granted license for new exp. broadcast station; freqs. 1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000 and 401000 kc; 25 w.

Eastern States Broadcasting Corporation, Bridgeton, N. J. To construct radio broadcasting station operating on 1210 kc. with 100 watts power output during daytime hours of operation.

HEARINGS SET

Abraham Plotkin, Chicago: Application for CP for new station; 1570 kc, 1 KW, Unltd.

James R. Doss, Jr., Mobile, Ala.: CP for new station to operate on 1500 kc, 100 w. daytime only; exact transmitter site to be determined with Commission's approval.

Staunton Broadcasting Co., Inc., Staunton, Va.: Application for CP amended to request 1500 kc, 250 w. daytime only; exact location to be determined subject to Commission's approval.

KIDO, Frank L. Hill and C. G. Phillips, Boise Broadcast Station, Boise, Idaho: Application for CP for changes in eqp't; increase in power to 5 KW. To be heard before the Broadcast Division.

WMBH, Joplin Broadcasting Co., Joplin, Mo.: Application for CP amended to request move of transmitter and studio sites locally, install new equipment and directional antenna system for night time operation; change freq. from 1420 to 1380 kc; power from 100 w. night, 250 w. day unltd. to 500 w. unltd.

KGKO, Wichita Falls Broadcasting Co., Fort Worth: Application for Mod. of CP approving transmitter location near Ft. Worth; install new equipment and directional antenna for night time use; increase night power from 250 watts to 1 KW, day power from 1 KW to 5 KW.

KJBS, Julius Brunton & Sons Co., San Francisco: Application for Mod. of license to change freq. from 1070 kc to 1080 kc.

KFEQ, K F E Q, Inc., St. Joseph, Mo.: Application for Mod. of license to increase hours of operation from daytime only to unlimited. Present Authority: 680 kc, 2½ KW daytime only. To be heard by the Broadcast Division.

WMFR, Radio Station WMFR, Inc., High Point, N. C.: Application for Mod. of license to increase hours of operation from daytime to specified hours 6 a.m. to 7.30 p.m. Now operates on 1200 kc, 100 w. daytime only.

WIOD-WMBF, Isle of Dreams Broadcasting Corp., Miami: Application for Mod. of license to change frequency from 1300 kc to 610 kc.

WKY, W K Y Radiophone Co., Oklahoma City: Application for Mod. of license to increase night power from 1 KW to 5 KW. To be heard before the Broadcast Division. (Now operates on 900 kc, 1 KW night, 5 KW day, unltd.)

MUSIC

LEON BELASCO succeeds Abe Lyman and Ork at the Hotel New Yorker at a not too distant date.

DON BESTOR and band will be "aired" over the Mutual from the Netherlands-Plaza. Engagement begins Feb. 20.

OZZIE NELSON'S Orchestra takes the air Feb. 18 on "Morning Matinee", 9-9:45, over the Mutual.

EFFECTIVE LAST midnight over the WOR-Mutual Abe Lyman will do several broadcasts a week from the New Yorker. Rose Blane, swing singer and Tiny Wolff, 280-pound vocalist, appear with him.

EDDIE MAYEHOFF and his Music, featured at dinner and supper at the Wellington Grill have been signed for six more weeks.

SWING ARRANGER Glenn Miller, who served in that capacity for Noble, Crosby and Jimmy Dorsey, is forming his own band.

AL DONOHUE, now purveying music at the Normandie in Boston, is heard twice weekly over the Mutual Network.

BLACKET - SAMPLE-HUMMERT has signed Ted Powell, composer of "If My Heart Could Only Talk", to play the song-writer role now being written into the "Backstage Wife" script. Series is currently heard five times weekly from 11:15 to 11.30 a.m. over the NBC-Red network.

CHARLES BARBER, bass player in the Fred Waring band, has deserted that crew and formed his own band.

SONNY DUNHAM, trumpet player in the Casa Loma outfit, has resigned to go to the west coast. Has not definitely decided what he will do.

NANO RODRIGO will return to the Rainbow Room and NBC on or about July 1. Contract all set, but opening date siill being discussed.

DEL CASINO, romantic tenor, has been signed for an additional four weeks period at the Hollywood Restaurant.

MIKE RILEY and his New Round and Rounders Orchestra will replace the Frank Trumbauer band on Feb. 17 at the Hickory House. The event marks the return of Riley to the Hickory House where, teamed with Ed Farley, his collaborator on the famous ditty, "The Music Goes 'Round", his zany antics and hot music made him a popular favorite at that niterie. A gala list of prominent celebrities will attend the opening.

Chicago

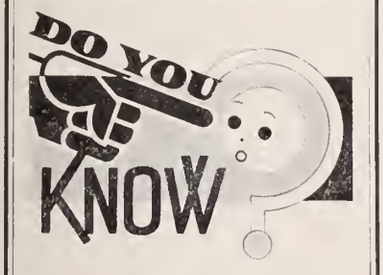
CHANGES in radio casts here puts June Meredith back in title role of NBC's Mary Marlin show. In replacing Joan Blaine, Meredith resumes part she originated in production. June also steps into "Wives Vs. Secretary" show and in the "Behind the Camera Lines" broadcast.

Marjorie Hannon replaces Connie Osgood in "We Are Four," while Alice Hill takes over for Eleanor Harriet in same show. Both Osgood and Harriet leave for the coast. Harriet to join Amos and Andy, and Osgood to free lance.

Bret Morrison assumes the new male lead in "Behind the Camera Lines."

The event of Chicago's Jubilee Charter celebration will be marked with a special broadcast over the NBC blue network on March 4 from 10 to 10:30 p.m., with an outstanding array of radio talent to help commemorate.

Kings Jesters ork have some sort of record here in having been featured concurrently now in three downtown hostelries—Bismarck, Morrison and present La Salle. Unit has set a band precedent in playing one hotel room subsequent to the other without playing out of town engagements in interim. Group currently spotted on NBC wire from La Salle.



When Andre Kostelanetz mounts the podium of the CBS Playhouse and raises his baton 16 musicians tuck $155,525 worth of instruments under their respective chins. The violins, cellos, et al. played on this broadcast represent the finest instruments ever made.

RADIO PERSONALITIES

Who's Who in the Industry



He never met a temperamental artist .....

JUAN deJARA ALMONTE, frequently referred to as the Grover Whalen of radio—at least of NBC's segment of Rockefeller Center. Officially, the night executive of NBC's establishment. Personification of tact and a one-man welcoming committee. Once staged an entire "broadcast" so that a studio audience would not be disappointed; visitors never knew etherizing had been cancelled and so never reached the transmitter. Genial, energetic. A diplomat by birth and an internationalist by choice. Born in Paris of Spanish parents, he grew up on the continent. Visited America, became a newspaperman, subsequently joined the Marconi Company, becoming South American representative. Next with the NBC sales department (in 1927). Later made night general manager. Been keeping everybody happy ever since. One man who insists he never met a temperamental artist. A compliment he unwittingly paid himself. Finds time at night to supervise and broadcast good-will programs to South American countries.

Roth Agency Signs Up Six French Stations

The newly-formed Roth Agency of New York, headed by Bud Roth, former newspaper man and advertising exec., closed a deal with six of the largest broadcasting outlets in France.

Roth, reached in his N. Y. office, said that he sent his agent, Lou Burston, to Paris last fall and all necessary arrangements were made. Burston set up a European bureau in Paris with Georges Briquet in charge.

Under the terms of the agreement all commercial business transacted for the stations must go through Roth's hands.

"Should any American advertiser be in Paris and desire to buy time on any of the stations we have, he must cable us here in New York, and request rate cards. This does not mean we will ask higher prices for time," Roth added.

Stations signed by the agency are:

Post Parisien, located in Paris, and has the most complete coverage of the continent, reaching into England, Italy, Belgium and Luxemburg.

Radio Cite, in Paris, covers the city, and is believed to be the most popular station in France.

Radio Toulouse, in Toulouse, covers city only.

Radio Conte D'Azur, continent coverage.

Radio Bordeaux, city coverage; and Ile de France, in Paris and national coverage.

Plans are being formulated by Roth to make French transcriptions here for commercial announcements, and send wax to Europe.

Los Angeles

L. H. BOWMAN, Western Division Engineer for Columbia, with E. K. Cohan of Columbia's New York office, left for San Francisco, working on problems connected with the new Columbia Los Angeles studio, under construction.

Pat Bishop, announcer and newscaster, has been added to the publicity staff of the Earl C. Anthony stations, KFI and KECA.

Rosewell Rogers, former continuity chief for KMTR has been added to continuity staff of KNX.

Don Lee network put microphones in at Matson and Hawaiian American piers, broadcast the end of the Pacific Coast shipping strike, and sent half hour of it out, nationwide, over Mutual chain, Sunday.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

TRADE AGREEMENTS WITH 15 COUNTRIES

(Continued from Page 1)

go to the export trade, the State Department announcement says. Exports totaled $29,000,000 in 1935, compared to $23,000,000 in 1929.

According to the State Department, the radio industry is the one above all others which was balked least by depression. Six countries, Cuba, Belgium, Haiti, Brazil, Canada and Guatemala, have reduced duty on radios including parts and accessories. Three countries, Colombia, Nicaragua and Costa Rica bound the duty on radios and equipment against an increase during the life of agreement. In addition, Switzerland and France have increased the annual quota of radios and parts permitted to be imported into those countries yearly. In agreement with France, these products will also benefit by reduction of the import turnover tax rate from 6 per cent to 2 per cent of duty paid value.

Television Shows Seen Better for Advertisers

(Continued from Page 1)

dio cannot provide, RADIO DAILY is advised.

Television shows will be more costly because in every instance where performers appear, sponsors will have to provide settings, lights and backgrounds, performers will have to be made up and properly dressed. In radio this is not necessary.

By recording a television show on film, sponsors will be able to offer it nationally and reach a desired audience, say at 9 o'clock.

WAAB "Marriage Clinic" Goes National on Mutual

(Continued from Page 1)

theme for one minute preceding the program will allow local spot announcements, but not in connection with the "Marriage Clinic."

Two weeks cancellation clause will be in effect in case the show is sold nationally. Schedule is Monday, Tuesday, Wednesday and Friday.

KNOW YOUR INDUSTRY

A "CYCLE" is one complete set of recurrent values.

"FREQUENCY" is the number of cycles per second.

"KILOCYCLE" is a thousand cycles per second.

A "MEGACYCLO", is a million cycles per second.

Chatter

BILLY K. WELLS, who wrote for Joe Penner, George Givot, Jack Pearl, Ed Wynne and other radio comics, is feeling the urge to go back to his first love—dialect comedy. For many years he was a standard vaudeville and burlesque headliner. Which is why he may accept that national automobile program offer.

Carl Henderson has been appointed director of sales for the new features division of Broadcast Producers of New York, Inc.

Three Little Funsters, sponsored by Sachs Stores, furniture concern, celebrate their 5000th airing via WMCA next Wednesday night. Special show is planned. Account is handled direct.

John D. Rockefeller, Jr., Francis B. Sayre and William F. Bigelow will broadcast Feb. 17 from 9:30 to 10 p.m. over the NBC-Blue network. Airing will be special show by the National Preaching Missions.

Warner Bros. is screen testing Senator Fishface (Elmore Vincent) of NBC.

NBC sales promotion department issued the third of its Dr. Seuss pieces today. Folder plugs the NBC Radio City Tours and the NBC-Blue and Red networks. Dr. Seuss has contract for six promotion pamphlets, issued 10 days apart.

Leonard Braddock, who left NBC last fall to enter the interior decorating line, is back in Wayne Randall's office.

The Phil Bakers will special event it in March, which will make a family of five all told.

Gillette Community Sing troupe will make a one day stop over in Chicago Feb. 16. Trip to coast will be interrupted to allow Berle and group to make appearances at Palace Theater.

Jan Peerce to make guest appearance in Pittsburgh March 17. Singer will entertain at YMHA convention.

Olivia De Havilland and Erroll Flynn to present radio version of Captain Blood on the Lux Radio Theater Monday, Feb. 22.

KFOR's gag program, the "Good House" series, has been resumed. On it are aired all the mistakes the Omaha station staff makes during the week.

Frank Sammons, formerly of WILL at Evanston, Ill., has joined the announcing staff of KOIL-KFAB, Central States Broadcasting Co. stations, Omaha.

D. Thomas Curtin, is writing the "Follow the Moon" scripts with Nick Dawson, which shows what the latter does with Elsie Hitz, for Woodbury on NBC.

Poll on Court Issue Being Aired Over NBC

(Continued from Page 1)

lup) for airing the results of polls being taken on the question of the U. S. Supreme Court situation. Results will be given Monday, Wednesday and Friday at 6:35-6:45 p.m. on both the NBC Blue and Red webs. On Monday night Dr. Gallup himself will preside, this being the first program.

Gallup organization is considered ace high now due to election forecast which gave Roosevelt 45 states. Poll results will be continued indefinitely.

Keech in Partnership

(Continued from Page 1)

of general representation and booking of artists. Keech has also signed a one year contract with Warner Bros., to contribute his voice in various shorts subjects. Concern will have offices in the RCA building.

RECORD SIZE AUDIENCE FOR FLOOD BROADCAST

(Continued from Page 1)

G. S. Eyssell; Treasurers, Arthur Clary and staff, Louis Lotito; Stage and production, John Shubert, Jr., Leon Leonidoff, Gilbert Miller, Henry Souvaine, Billy Rose; Music, Erno Rapee, Richard Rogers, Arthur Schwartz; Motion picture, Harry Charnas, D. F. Moore, Robert Witeman, John Wright; Radio, Fred A. Willis, Phillips Carlin, Richard Fishell; Publicity and exploitation, Nat Dorfman, chairman, Ralph Lund, Hazel Flynn, Elias Sugarman, Mollie Steinberg, Rutgers Neilson, Henry Senber; For unions: Actors' Equity, Paul Dullzell; For I.A.T.S.E., James Brennan; For Local 802, A. F. of M., Jack Rosenberg; For American Federation of Actors, Ralph Whitehead.

Radio sponsor is William Wrigley, president of Wrigley's Gum Co.

More "Quotes"

"On the whole, the average American citizen whom we try to bring to the microphones during these broadcasts is a very wide- awake, quick-witted and well-informed individual." —PAUL WHITE.

"Time matzos on! But all the jokes you heard in 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935 *and* 1936 *on the ether waves will be repeated again in* 1937." *—BENNY RUBIN.*

HERE'S THE MODERN VALENTINE

All packed in Cellophane boxes, attractively tied with red hearts and bows.

CORSAGES: Roses, Sweet Peas, Violets.....$1.50
2 Orchids or 2 Gardenias..... 2.50
Box of assorted cut flowers..... 1.50

Or the Daily Flower Service, Fleur du Jour

For Him—A Boutonniere .....$2.00 a month
For Her—A Petite Corsage ..... 3.00 a month

Just telephone and let us tell you more about it.

GURNEY CHRYSLER
FLEUR DU JOUR
MUrray Hill 4-8085

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1. NO. 5 NEW YORK, MONDAY, FEBRUARY 15, 1937 FIVE CENTS

NBC Biz at Record High

WOULD BAR NEWSPAPERS FROM OWNING STATIONS

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington — Senator Wheeler, chairman of the Senate Interstate Commerce Committee, announces that he will introduce a bill to bar newspapers from owning radio broadcasting stations. The purpose is to prevent monopoly of the channels of public information, he says.

The Montana senator revealed data, furnished him by FCC, showing that at present there are 150 stations owned or controlled by newspaper interests. Of these stations, 52 were acquired by newspaper interests in the past year, and there are more than 100 applications now pending

(Continued on Page 8)

Anti-Auto Radio Bill Causes Wide Concern

Boise, Idaho—Wide concern over Senate Bill No. 72, introduced by Senator R. E. Whitten, is indicated by numerous requests received from all parts of the country for permission to be heard in connection with the measure. Hearing has been set for Feb. 18.

Tax on Radio Shows Is Proposed in Ohio

Columbus—A tax of 10 per cent on commercial radio programs is proposed in a bill introduced in the Ohio legislature by Rep. Joseph Duffey of Cuyahoga County. The measure would require each station to obtain a franchise from the secretary of state before operating in Ohio.

Colonels Contrib.

To date $4,529.40 has been turned over to the Red Cross by Louis K. Sidney, managing director of WHN, as the amount thus far collected by General Jack Alicoate, publisher of RADIO DAILY and FILM DAILY, and Sidney from contributions by Kentucky Colonels and radio listeners to aid the needy in the flood areas. Collections are still being solicited.

RADIO ELEGY

Time signals toll the knell of parting day; the networks swiftly span the land and sea, and soon the Lifejoy orchestra will play, and Blotz's yeast will stage a symphon—ee.

Let not ambition mock the sponsor's toil to give us entertainment that we crave, and tell about Ma Whortle's Salad Oil and Gimlet razor blades—and how they shave!

Far from the maddening crowd's ignoble strife we sit and fish for programs far away, or in our cool sequestered vale of life we hear what Walter Wimple has to say.

The boast of heraldry, the pomp of power, the baritone whose golden voice exalts, await alike the ending of the hour when the announcer plugs for Fishbein's Salts.

Full many a quip or bit of humor clean, or a Joe Miller joke that's passing fair, is like a flower, born to blush unseen, when Minnie Mouse is singing on the air.—C. F.

MPPA Off-the-Air License Clarified by John G. Paine

John G. Paine, chairman of the Board of the Music Publishers Protective Association, is seeking to clarify the move of the MPPA in licensing the off-the-air recorders, especially since numerous agency, laboratory, broadcasting and other men in the trade have the erroneous opinion that it applies to the recordings off the air for the purpose of playing the programs in local spots not covered by the original network show. These shows, such as Ed Wynn, "Personal Column of the Air," etc., are licensed for use of music through the usual channels.

It also appears that trade papers

(Continued on Page 8)

New Calif. Studios Go Into Use March 1

Hollywood—California Radio System's new KEHE studios will go into use March 1, when the business and executive offices move out of their present overcrowded temporary quarters. The new chain has been operating since the end of December, with six California stations, KEHE, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KWG, Stockton; KMJ, Fresno, and KERN,

(Continued on Page 2)

Intercity System Adds Station WGAL

Donald Flamm, prexy of WMCA, key station of the Inter-City Broadcasting System, announced the association of WGAL, Lancaster, Pa.. to the net, before sailing for a ten-day cruise to Havana.

WGAL, operating full time, is owned and operated by KGAL, with an operating power of 250 watts days and 100 watts nights. Station is the only one city, with a population of

(Continued on Page 8)

☆ THE WEEK IN RADIO ☆

. . . Connery to Press Investigation

By M. H. SHAPIRO

OF COURSE, the most important happening last week was the advent of RADIO DAILY.

In Washington, Congressman William P. Connery, (Dem., Mass.) informed the RADIO DAILY that the House sub-committee of the Rules Committee would hold a hearing this month relative to his resolution calling for investigation of alleged radio monopoly.

Foreign radio outlay by American radio advertisers was being increased some 300 per cent this year...one concern expecting an increase in business that corresponds to a similar percentage...Spot broadcasting

(Continued on Page 2)

$3,541,999 January Billings Top Year Ago by 32 Per Cent

National Broadcasting Company gross billing for January reached the record-breaking total of $3,541,999, an increase of 32 per cent over the same month a year ago, making it the highest January in NBC history. Breakdown as to webs gives the NBC-Red $2,374,633, which compares with $1,725,172 for the same web a year ago and shows an individual increase for this network of 37.6 per cent. The NBC-Blue contributed $1,167,366, which is 22 per cent above the January, 1936, total of $956,643. The NBC grand total in gross billings for January, 1936, were $2,671,815.

NBC figures are based on the contract rate as listed above. Originally, through an error in the statistical

(Continued on Page 8)

TELEVISION CHANNELS UP TO THE PRESIDENT

President Roosevelt will be called upon to decide the number of channels to be allotted commercial television interests and his decision will play an important part in determining just how soon commercial television will get under way in the U. S., RADIO DAILY is advised.

The Army and Navy and other

(Continued on Page 5)

"Prof. Quiz" Is Signed For Kelvinator Program

Kelvinator Corp., Detroit (refrigerators), has signed the CBS sustaining program "Prof. Quiz" for its CBS program which is tentatively set to begin March 6 at 8-8:30 p. m. Walter

(Continued on Page 5)

Radio Ed. Reforms

Harry Algus, assistant radio editor of the New York American, becomes a full-fledged attorney today when he is sworn in as a member of the New York Bar. Algus received his Bachelor of Law degree from St. Lawrence University and his Master of Law degree from St. John's University. He has been writing radio copy for the American for five years.

RADIO DAILY

Vol. 1, No. 5 Mon., Feb. 15, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; six months, $3; three months, $2; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

New Calif. Studios Go Into Use March 1

(*Continued from Page* 1)

Bakersfield. The first two stations are Hearst, the others owned by the McKlatchy newspaper chain. New studios are located on North Vermont.

Wonders to Vacation

Ralph J. Wonders, who resigned as manager of the Columbia Broadcasting System Artists' Bureau last week, leaves for Miami within the next day or so and will remain there on vacation for three weeks. Upon his return Wonders, who has under consideration several offers, will announce his future plans. He definitely stated, however, that he does not intend to take up any new duties whatsoever until after his Florida holiday.

At least two of the offers under consideration are of more than a year's standing, but CBS officials at the time persuaded Wonders to remain.

FINANCIAL

(*Saturday Feb.* 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Bel. & Tel.	182½	181½	182½	— ½
Crosley Radio	26½	25¾	26½	+ ¾
Gen. Electric	62⅛	61¾	61⅞	— ⅛
North American	30⅝	30⅜	30⅜	— ¾
Stewart-Warner	20½	20¼	20¼	— ¼
Zenith Radio	37	36½	37	+ ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	18¼	18¼	18¼	+ ⅞
Nat. Union Radio	3	2⅞	3	.....

OVER THE COUNTER

	Bid	Asked	Prv. Bid.
CBS A			
CBS B			
Stromberg Carlson			

☆ THE WEEK IN RADIO ☆

. . . Connery to Press Investigation

By M. H. SHAPIRO

(*Continued from Page* 1)

was reaching an all-time high with NBC Thesaurus being ahead 68 per cent on its January business over the same month a year ago. The Music Publisher's Protective Association collected 100 per cent more in fees for the use of copyrighted music on ET's during the year of 1936 as compared to 1935. The 1935 total collections were $110,000 as against the 1936 figure of $220,000.

Local advertisers around the country began to take new interest in the possibilities of network shows which they could sponsor locally, three such shows being set on the Mutual web...Philco demonstrated "practical television" to an invited group, televising on 441 lines, which will be the standard from now on... or until further notice from the FCC. Range for Philco waves is 10 miles.

CBS released figures giving it the best January in its history and NBC were about to come out with gross billing for January which would show a tremendous increase, but these were said to be based on the new card rate (which included a 10 per cent overall increase). Conference between execs of NBC and CBS sales promotion departments finally ironed it out...decision it is understood at this writing being to stick to the accounts individually and not card rate.

Ralph J. Wonders, CBS Artists Bureau head resigned after more than six years at the job...with Larry Lowman, vice-president in charge of operations taking over the reins for the next few months...Record size audience came to the Radio City Music Hall to attend a benefit show for the Red Cross, broadcast on NBC, CBS, MBS and indie outlets as well ...William Wrigley, Jr., Company received the privilege of sponsorship by donating $30,000 to the R. C. for the two-hour early morning broadcast of the performance...Everybody was to give their services free and they did, until the next morning when Local 802 of the American Federation of Musicians notified CBS that the men in the huge pit orchestra at the Music Hall would have to be paid the usual rates for such time as they put in rehearsals, etc. Bill was $7,500 and explanation was that the event was a sponsored show. CBS got the bill because the contract with Wrigley's was cleared thru the web...Presumably CBS will get pro rata help from sister webs... presumably.

Hollywood continues to hold the limelight, with more shows scheduled to originate there and agency and nets increasing facilities there constantly. NBC President Lenox Riley Lohr and William S. Paley, CBS prexy, both stopped off at the talent mecca and issued statements anent radio and television. Mr. Paley reiterated that there was no bad blood between radio and films.

Foreign

In Canada, W. E. Gladstone Murray voiced the opinion that the Dominion should have more stations, especially in the more thickly populated areas, and that Canada passed up something vital when it agreed to present allotment of channels with the U. S. a few years ago...In Toronto between 45 and 50 stations were represented at the Canadian Association of Broadcasters' Convention held at the King Edward Hotel, Feb. 8 and 9. Canadian Broadcasting Corp. assured the radio men of the corporation's whole-hearted cooperation. New officers were elected, Harry Sedgwick of Toronto getting the presidency. Electrical transcription and other radio men from the states attended the convention.

WTAG Spends $100,000 On Its New Transmitter

WTAG, newspaper-owned station at Worcester, Mass., affiliated with the NBC Red network and the Yankee Network, has doubled its power to operate on 1,000 watts. Broadcasting activities are now carried on at the new transmitter plant in Holden, Mass., five miles from Worcester, where studios and offices of the station continue to be located. The new transmitter plant was erected at a cost of $100,000. Station is owned by Worcester Telegram and Gazette, morning and evening dailies, and is managed by John J. Storey.

Report is also current that the other Worcester station, WORC, soon will remove studios and offices to new location.

Appprove First Episode In New Wrigley Program

West Coast Bureau, RADIO DAILY

Hollywood—P. K. Wrigley and 41 members of his sales staff auditioned and expressed approval of the first episode in the dramatization of "Scattergood Bains," series which is expected to go nationwide as a substitute for the present Wrigley gum program. Script is being written by Hal Hudson and Rus Johnston. Dave Owens is producing, and the leads will be played by John (Windy) Hearn, Francis Trout, and Jess Pugh, who is changing his name to Bill Davis. Agency is Neisser-Meyerhoff.

Another femme on the Stoopnagle and Budd show Sundays via NBC-Blue. Gogo Delys signed to appear with the Colonel, Budd, Don Voorhee's band, and the recently acquired Joan Banks.

COMING and GOING

JACK LAVIN, Paul Whiteman's manager, back from St. Louis and Chi trip Saturday.

CHARLES E. GREEN and GUS C. EDWARDS, pres. and gen. manager, respectively, of Consolidated Radio Artists, return the latter part of this week from mid-western trip.

LOU IRWIN going and coming from Cleveland. Idea was to see the Ritz Brothers open there.

IRVING BRECKER, Milton Berle's sole gagster, leaving with the troupe for Hollywood.

C. O. LANGLOIS, president of Langlois and Wentworth, production and transcription agency, returns today from Toronto. Attended the Canadian Association of Broadcasters' Convention.

EVERETT MARSHALL from Chi's Chez Paree to Florida's Hollywood Country Club.

BUDDY MORRIS, Warner Bros. music head, returns from the coast Thursday.

FRED RAPHEL, WHN production dept., returns from a four-week Nassau vacation today.

HELEN JOHNSON, director of the CBS American School of the Air, left yesterday for New Orleans. Will attend National Educators confab.

HARRY BOYD BROWN, national merchandising manager of Philco Radio & Television, Philadelphia, went to Little Rock, Ark., last week to address a convention.

CECIL B. DeMILLE, after tonight's Lux Radio Theater broadcast from Hollywood, leaves the coast for New Orleans to shoot scenes for his new picture.

CORNELIA OTIS SKINNER back in New York after three-week tour of the south.

BUDDY ROGERS, "Twin Star" ork leader, arrives in New York the 27th.

MILTON BERLE, "JOLLY GILLETTE," BEN BARTON, BERT GORDON, TOMMY MACK, JONES AND HARE, WENDELL HALL and ANDY SANELLA leave today for the west coast via the Red Arrow.

JEAN SABLON, French singer, arrives tomorrow on the Ile de France to begin a radio series with NBC.

Weber & Fields for Air

Weber and Fields, famous veteran comedy team of the stage, and who already have had a couple of air series, are expected to be starred in a new radio show shorlty. Lew Fields is now in California, where he is handling negotiations, and Joe Weber will join him from New York.

Technicians to Meet

Hartford, Conn.—Annual banquet of Associated Radio Technicians of Conn. will be held Feb. 25 at the Hotel Bond. W. R. G. Baker of General Electric will speak on "Television," and there will be prizes. Jack Guetens, president of the association, is in charge of arrangements.



February 15
Greetings from Radio Daily
to
Larry Wellington

STATION FLASHES

INITIAL broadcast in a series being presented by Mechanics & Farmers Bank of Durham, N. C., went over WDNC yesterday. Programs will be heard Sundays at 5:15 P.M. and Wednesdays at 7:45 P.M. The broadcasts will be known as "Your Friend", with Joseph Richardson Jones as philosopher.

What is said to be the first network program to originate from the campus of the University of North Carolina, Chapel Hill, N. C., came after midnight Friday when Tommy Dorsey's band was fed to the CBS network via WNDC, while Dorsey was playing the mid-winter dance of the German Club of the university.

Maurice Elfer, syndicate feature writer, started a series of three travel talks on the Creole country of Louisiana over WLS, Chicago, at 10:45 A.M. yesterday.

WAAF Community Theater, Dallas, will go on the air at 10 o'clock every Saturday night, it is announced by Ralph Nimmons, program director, following the recent debut of the group in "The Jewel Tree", an original radio playlet by Gladys Wagstaff Pinney, directed by Bill Hightower and Bill Ellis.

KDYL, Salt Lake City, is getting plenty of enthusiastic cooperation from civic leaders and educators for its "Public Forum" series, which began last Wednesday at 7:45 P.M. as a weekly.

Agnes Anderson, Youngstown ballad singer known to radio as Marian Nadea, has joined the staff of WTAM, Clevelend, where she will be featured on various programs in addition to network shows originating from the NBC Cleveland studios, including "Rhythm Parade" and Stuby Gordon's Orchestra.

Ed Lush is now on the staff of announcers at WELI, New Haven. Ralph Kanna resigned to join the ad dept. of Chase Brass Co., Waterbury.

Toscanini's Ticket

The National Broadcasting Co. has agreed to unusual conditions in order to secure the services of Arturo Toscanini for a series of sustaining broadcasts beginning next August. The conditions include: weekly personal salary of $10,000; all orchestra salaries and expenses to be paid by NBC; permission to maestro to assemble own orchestra with as many members as he desires; salaries to orchestra for all rehearsals; a contract allowing Toscanini to continue as long as he desires, but allowing him to withdraw whenever he so desires, with no time limit specified.



GLADYS SWARTHOUT

National Ice Advt., Inc.
WEAF (NBC Red Network), Wed. 10:30-11 p.m.
Donahue & Coe, Inc.

Miss Swarthout returns to a radio commercial of her own coincidental with the release of her motion picture "The Champagne Waltz." Ice refrigerators co-op which last season sponsored Mary Pickford, gets away from the summertime idea of plugging refrigerators and expects to plant the potential buyer in advance as well as take cognizance of the fact that ice boxes are an all-year 'round proposition as to sales. As in the past, advantages of the new type of ice refrigerator are stressed, such as proper food protection, economy, "washed air," trial installation and easy terms. Copy, altho plentiful, should influence those who contemplate purchase of a refrigerator.

Miss Swarthout, recently suffering from a cold, offered a very creditable broadcast nevertheless and not knowing about it most likely never knew the difference. Her voice was good, if not at her best, and her selections widely diversified. Solos and duets included popular, standard and operatic tunes, the latter an aria from "Mignon," which the soprano does soon at the Metropolitan. Frank Chapman (the lesser half in private life) did fairly well with his baritone voice, joining in duets on occasion. He was introduced by Miss Swarthout, who in turn received the benefit of continuity in the hands of Howard Claney, announcer. Robert Armbruster revealed an excellent orchestra and usual fine arrangements.

Toward the close offer is made by Miss Swarthout to sing the favorite tunes listeners may have around the house or on the piano, new or old. These will be done if possible, and in any case autographed and immediately returned. This seems to be a novel idea along these lines. At least it may prove an index to the comparative number of listeners. Somewhat less continuity and just a little faster tempo would do no harm to the general impression of the program.

4-Hour Show Christens New Studios of KFWB

West Coast Bureau, RADIO DAILY

Hollywood — A four-hour show starting at 6 o'clock tonight will christen Warner's new KFWB 5000-watt transmitter studios on Fernwood Ave. Jack L. Warner announces Al Jolson, Dick Powell, Joan Blondell and other stars from the Warner lot will appear, along with Ben Bernie, Walter Winchell, Eddie Cantor, Eleanor Powell, Sid Silvers and others.

"MARTINEZ BROTHERS"

Sustaining
NBC (Blue Network), Feb. 12, 3:15 p.m.

PLEASINGLY TUNEFUL INSTRUMENTAL AND VOCAL MELANGE BY MEXICAN QUARTET.

Making their debut up north, this quartet of singing guitarists, signed by John F. Royal, NBC vice-prexy, on his visit to Mexico City last December, served a neat platter of smoothly enjoyable musical entertainment. Their ranchero melodies are something akin to the hillbilly music familiar in this country. In their native land, the boys have appeared over XEW for the past four years, always sponsored, and they bow in at NBC as a regular sustaining feature. Folks liking mild and sentimental Latin music will find the work of these boys to their taste.

Most Used Joke of the Week

STRAIGHT: Yesterday I was worth half a million. Today I'm a pauper.

COMIC: Congratulations! Boy or girl?

Jesters Booked

The Tastyeast Jesters, veteran radio trio, will make a two-day vaudeville appearance at the New Plaza Theater, Milford, Del., on Feb. 26 and 27. The Jesters were booked for this engagement by Rubey Cowan of the NBC Artists Service. The Jesters are Wamp Carlson, baritone, and Guy Bonham and Dwight Latham, tenors.

Ford Adds Nick Lucas

Nick Lucas, guitar playing singer has been added to the regular cast of the Ford CBS show. Program now features Al Pearce and his gang. Lucas will remain on program for six weeks.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

RADIO STATION!

AUDITORIUM!

DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-50 West 45th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075

New Accounts

Renewals

NBC

PROCTER & GAMBLE CO., Cincinnati—(Drene) thru H. W. Kastor & Sons Adv. Co. Inc., Chicago, starts Jimmy Fidler on 50 NBC-Red stations, Tuesdays, 10:30-10:45 p. m., on March 9.

PROCTER & GAMBLE CO., Cincinnati—(Ivory Snow) thru Compton Adv. Inc., New York, starts Life of Mary Marlin on 7 NBC-Blue stations (WJZ, WBZ-WBZA, WSYR, WHAM, WXYZ, WBAL), Mondays thru Fridays, 4-4:15 p. m. on March 29.

PROCTER & GAMBLE CO., Cincinnati—(Ivory soap) thru Compton Adv., Inc., New York, starts Life of Mary Marlin on 31 NBC-Red Stations, Mondays thru Fridays, 12:15-12:30 p. m., on March 29.

CBS

SINCLAIR REFINING CO., New York—Thru Federal Adv. Agency Inc., New York, starts an unannounced program on 59 CBS stations, Wednesdays, Fridays, 10:30-10:45 p. m., on April 7.

NBC

C. F. MUELLER CO., Jersey City—(Macaroni) thru Kenyon & Eckhardt, Inc., New York, starts Crosby Gaige on 7 NBC-Blue stations (WJZ, WBZ-WBZA, WFIL, WSYR, WHAM, KDKA), Mondays thru Fridays, 10:45-11 a. m., on Feb. 22.

GENERAL FOODS CORP., New York—(Jell-O) thru Young & Rubicam Inc., New York, renews Jack Benny for 44 weeks on 55 NBC-Red stations, Sunday, 7-7-:30 p. m., effective Feb. 28.

AGENCIES

BLOUNT SLADE, formerly of Batten, Barton, Durstine & Osborne, Benton & Bowles and more recently the Maxon Advertising agency in Detroit, has been appointed to the staff of Brooke, Smith & French, Inc., New York and Detroit.

RUTH BENNETT has joined the New York office of Joseph Hershey McGillvra, advertising representatives for radio stations. Miss Bennett for several years was with the Chicago office of Delineator Magazine and for the past four years was associated both in New York and Chicago with Free & Peters, Inc.

W. A. BLEES has resigned as vice-president and general manager of J. Sterling Getchell, Inc.

MAX GELLER has handed in his resignation as vice-president of Blackman Advertising, Inc., to join the Lawrence C. Gumbinner Advertising Agency, New York.



● ● ● By the time this reaches print, the week's Pilot Award may be in the hands of A. L. Alexander....His tribute to Lincoln on the Vallee show Thursday night was the swellest thing he's done—which includes the "Good Will Court"....Vallee left for Shay's Theater upstate after the airing ....Walter O'Keefe smuggled a line thru on the agency censor during this air performance. . . . George Vandell, WHN production man, left the station to free lance....Likelihood of "Popeye" going to another sponsor....Professor Quiz gets the Kelvinator spot March 8 via CBS....NBC spot for same sponsor may be Walter Huston and his wife, Nan Sunderland, who auditioned with a big cast before leaving for Haiti!

● ● ● *"Masque of Kings," Maxwell Anderson's Guild play, with Dudley Digges, Henry Hull, Pauline Frederick and Margo, will be aired on the Kate Smith show Thursday....Also Henny Youngman, the rave of the comedy class, will be a sixth repeater!....Henny auditions for three sponsors this week. Ted Collins is asking MONEY....Vic Knight, Smith show director, hasn't a contract with Collins—just an understanding! Vic will handle the Phillips Lord "We, the People" and "Gangbusters," but continues with the A & P hour....Lord will soon abdicate spot because of health....Wants to devote time to producing and writing....Martin Block, he of the Make-Believe-Ballroom, signed to a seven-year contract with WNEW....Station sold him to NBC for the Jerry Cooper show....George Burns and Gracie Allen celebrate their fifth year on the air Wednesday with a special program.*

● ● ● Last night's "Community Sings" program, the last from New York, featured Berle's take-off on Phillips Lord's program, parodied "Gee, the People"....a wow!.....Coast orders call off the one-nighter at the Palace Theater in Chi, which the troupe planned on doing. They'll catch the "Chief" tonite....Milton's contract is with sponsor—and has 104 weeks to go—after Aug. 30!....Jack Denny booked into the French Casino with opening date not set!....Bob Crosby opens at the Congress Hotel in Chi, with Gus Arnheim following Leon Belasco into the New Yorker, when Abe Lyman leaves on the 10th....Ruby Newman will be at the Rainbow Room after the Casa Loma crew departs!....Doris Sharp, lovely CBS hostess of the 22nd floor, wearing patch over left eye! Had a repeat on an ulcer op....Jules Nassberg, Radio Row's favorite insurance broker, was sax-tooter for Meyer Davis and Vincent Lopez only eight years back!.... Al Simon, WHN ballyhoo-boy, suffering from teeth extractions!

● ● ● *Thanks, Harry Hershfield, for all the nice things you said via WMCA about the newly-arrived baby, Radio Daily!....Manny Klein, hot trumpeteer, returns from Miami, the 26th. On July 7 he's booked passage on the China Clipper, for a round-tripper, making him the first musician doing the flight.....Sam Wigler, contact man for Harms, goes to work for Crawford....Leo Feist's Ned Miller's brother, Benny, will be L. Wolfe Gilbert's Chi rep. Paul Jonas handling this end of the country!*

● ● ● Song pluggers' Paradise!....Zeke Manners and his Hill Billies via WMCA doing 108 songs weekly!....They're on for two sponsors!.... That delightful divinity of songs,—Vicki Joyce, with Jimmy Dorsey's band at Sebastian's Cotton Club in Hollywood....is Zeke's kid sister. The name is Manners and they come from Hollywood!....Richard Brooks, WNEW news commentator, in last Wednesday's broadcast rapped all spiritualists as frauds and fakers....So a delegation consisting of Dr. Shea and Dr. Carrington of the American Institute for Psychic Research....called on Brooks Friday afternoon in an attempt to disprove accusation....Beyond making predictions concerning Brooks' future, which were duly recorded, they gave no demonstration.....Members of the press gave the decision to Brooks....

Short Waves

LOURENCO MARQUES, Australia, now constructing short wave station with 300-watt output. Station to have two transmitters, one on 48.88 meters and the other on 19 meters. Also plan to have another station operating by May. Latter to be 10,000 watter operating on 19, 25, 31 and 48 meters with directional aerials to South Africa and Portugal. Studios now under construction.

Viscount Hidemaro Konoye will broadcast a special symphonic program to Japan via shortwave at 6:40 a. m. tomorrow.

Owners of privately owned and unlicensed short wave radio sets at Yokohama, Port of Tokyo, last week removed them from their homes fearing arrest. J. S. Jordan, a Dane employed by the Standard Oil Company there, brought on the wave of fear when he was taken by police for questioning. At least 100 sets in Yokohama were operating illegally, it was reported. Japan grants licenses for such sets to government employees only. Jordan has been ordered to stay at home during the questioning. There have been no official charges of espionage over his unlicensed set.

New High Mark is Set In Recorded Programs

A new high mark was set the past month by Langlois and Wentworth in turning out their five-minute recorded programs. A total of 112 different programs were produced in January. Total number of advertisers now using L. & W. service has reached 155 in the U. S. Clients now use 697 recorded shows weekly in the U. S. and Canada.

100 Hours' Recording For Norsemen Group

The Norsemen, quartet now on NBC network four times weekly, have been signed for 100 hours of recording for National Ass'n of Broadcasters. On Feb. 23 they will do the Rexall-United Drug recordings, with Don Voorhees' orchestra, James Melton and Gogo DeLys also on the bill. The Norsemen recently made a Vitaphone short subject and will do another picture soon.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

June 1-10: Radio-television exposition, Moscow.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

PARADOX of the week....Wednesday's "But Women Have Brains" proved the presence of feminine gray matter by producing a new radio personality....male....He's Eugen Boissevain....spouse of favored-by-the-muse Edna St. Vincent Millay....Believes the gals should stand on their own pedal extremities....not lean on masculine shoulders....and is scheduled for a big build-up by NBC....on account of he has charm of the mike variety....Songbird Niela Goodelle takes wing soon for Hollywood to do a few feature flickers....probably for Grand National....Cornelia Otis Skinner, thespian daughter of thespian Otis Skinner, cancelled her New Mexico broadcast to entrain for the big town to do a flood benefit....Ginger Rogers plays a new role as song composer....when Fred Astaire introduces "I Can't Understand"....Words and music of ditty by Ginger....in his broadcast with Charles Butterworth, Feb. 16....Charlotte Buchwald, the "Playgoer," is playgoing again ....she's over her grippe....

▼ ▼

Princess Charming of the courts Helen Wills Moody goes radio and screenie pronto....She's been signed by Rockwell O'Keefe....Phil Spitalny's "Hour of Charm"—ers are couturiere-bound ....object: a collective costume....It must become all the gals, from cello to sax. . . . They'll soon do several short subjects for the movie trade. . . .Rita Johnson of "March of Time" has been "girl interning" since Agnes Moorehead deserted....Ida Bailey Allen, at home on the radio and in the kitchen, has just published her 21st cookbook.... There's food for thought!...."The O'Neills", Ivory commercial, will soon go screenie with four features a year ....Producing Company plan a home and family series....Swing in the Muscovite manner....served hot by Polish Manya Roberti of the "Sweet and Hot" Robertis....on Yankee Fred Allen's "Town Hall Tonight" program... Just an Entente—we hope—Cordiale ....The Clan Wells is radioing....with Kay, Billy K's little gal debuting tomorrow in the P.M. on Jay Flippen's broadcast over WHN....and son authoring for Lux....

▼ ▼

"It's a Woman's World" over at NBC ....A 15-minute spot program of that name premieres tomorrow over WEAF ....and every Tuesday and Thursday thereafter....with Celia Caroline Cole, Delineator ex-columnist telling the femmes about charm....Elizabeth Churchill, society columnist, doing a Boswell to society's and moviedom's Johnson....and Grace Corson of King Features pouring forth pointers on how to deck the female form....According to Claudine Macdonald....of NBC women's activities....she planned and will supervise it....it's to be gossipy in the cocktails and canapes....not fishcakes and frying pan....manner.

RADIO PERSONALITIES

• • • *Who's Who in the Industry* • • •

EUGENE P. O'FALLON, President of Denver's KFEL and the oldest consistent broadcaster in Colorado. Though his executive duties confine him somewhat, he still is considered the most energetic man in the field. Launched his business career in St. Louis—trading mules. Graduated to a wild west show, then on to the St. Louis world's fair as a stunt rider. Suddenly tamed down to selling plumbing supplies. No glamour in the plumbing business so switched to the fire business. First heard of crystal sets in 1923. Started selling commercial time for KFEL. Before he knew what had happened, he found himself the sole owner of a liability —KFEL. Rolled up his sleeves and started turning his liability into an asset. Was one of the first members of the National Association of Broadcasters. Elected director of that organization for a three-year term in 1930. Polled highest vote recorded when re-elected to same office in 1936 at the NAB convention. Known as a prolific thinker, he scooped the west by inaugurating daily news services on the air. Thirteen years ago began radio auction for filling Christmas baskets for the poor. Likes plenty of action at all times.



Turned Air Liability into an Asset.....

Television Channels Up to the President

(Continued from Page 1)

Government departments have made requests for all the ultra high frequencies suitable for television. Commercial interests have also made application for assignment of various wave lengths.

The Army and Navy are not under control of the Federal Communications Commission, which has jurisdiction over commercial radio and television. Therefore, it is expected the President as commander-in-chief of the Army and Navy will be called upon to decide the controversy as between government and private requests for television wave lengths.

Jas. M. Skinner, chairman of the Radio Manufacturers Ass'n, said last week in Philadelphia that if the government agencies are successful in acquiring the frequencies they seek, television progress will be impeded. Philco officials said last week that the chief obstacle in the way of commencement of television service is government requests for television frequencies.

Benny Leads in Poll

Jack Benny leads the radio division in the poll being conducted by Chamberlain Brown over WINS to determine the public's favorites in radio, stage, opera and films. Robert Taylor tops the film list. Burgess Meredith heads the stage vote, and Maria Jeritza is the opera lead. Brown's program is heard every Friday at 330 P.M.

Victor Disking Cooper

Jerry Cooper, soloist on the Krueger Beer Musical Toast programs heard over NBC Monday nights, has been signed by Victor to make records exclusively for that firm.

"Prof. Quiz" Is Signed For Kelvinator Program

(Continued from Page 1)

Huston, and Fredric March, screen stars, were also auditioned on this program. "Prof. Quiz," as a sustaining program, has been bucking the Jack Benny program on the NBC-Blue for weeks and has had a very large response from the radio audience. Program had its original start at WJSV, Washington, under the sponsorship of G. Washington Coffee. Geyer, Cornell & Newell, Inc., New York, has the Kelvinator account.

Studebaker Champions Change Broadcast Time

Studebaker Corp., South Bend, on March 8 will take the 10-10:30 p. m. spot on the NBC-Blue for its Studebaker Champions broadcast featuring Richard Himber's orchestra. In the new time period no repeat broadcast for West Coast listeners is necessary, thereby saving additional talent costs. Into the repeat period now held by Studebaker on NBC-Red, Monday nights, 12:30-1 a. m., Cummer Products Co., Bedford (Molle shaving cream), will shift its "Vox Pop" program with Wallace Butterworth and Parks Johnson. Molle has only been able to clear a quarter-hour spot for its repeat broadcast and wants a half-hour the same as the Eastern program. Stack-Goble Advertising Agency, Chicago, has the Molle account, with Roche, Williams & Cunnyngham, Inc., Chicago, handling Studebaker.

Income Tax Series On

First of a series of seven broadcasts on the income tax subject was given Friday evening over WNEW by Joseph D. Higgins, collector of internal revenue in New York. Programs go on at 8:15 P.M.

COMMENTS ON CURRENT SHOWS

HENNY YOUNGMAN, who recently joined the Kate Smith A. & P. program (CBS) as comedian, is keeping up the terrific laugh pace that he set at the start. His gags are mostly new, or handled in a good original style, and he delivers a generous portion. The comic is a big asset to the show.

CHAMBERLAIN BROWN presents a very entertaining half-hour theater-opera-film-radio program over WINS on Fridays at 3:30 p. m. The chatter, news and vocal material offered are knitted into a story by Brown, whose rich background in the show world enables him to inject wide interest. Program has excellent possibilities for commercial inserts and would entertain an evening audience very nicely. Last bill included Ted Hammerstein, Virginia Pemberton, Diana Croye, Mona Segal and others, with Louis Katzman's orchestra. Brown each week gives five pairs of seats for the five best reviews of current plays and films.

HOLLYWOOD HOTEL hasn't sounded quite the same since Dick Powell left it. With the exception of the memorable Friday before last, when Irving Berlin and his tunes featured the program, the program has not kept in the upper brackets very much. Perhaps Fred MacMurray, who replaced Powell as leader of the troupe, is too exhausted from film work to be very scintillating in his air stint. Anyway, he registers far less impressively to the ear than when he is seen as well as heard. Frances Langford continues to be a bright spot of the bill, and Igor Gorin always satisfies.

BUDDY ROGERS, who leaves for England shortly after conducting his orchestra as supplemental background for the Victor Moore-Helen Broderick comedy program over the CBS network on Friday nights at 9:30, has done a swell job. An agreeable chap, whether over the radio, on the screen or in person, dispensing the youth and enthusiasm that appeals to the world at large, Rogers is an ideal radio personality. Listeners could stand plenty more of him. And that isn't casting any reflection on the laugh-provoking efforts of the Moore-Broderick combination.

Bob King Joins Blaine

Bob King, vocalist from the West Coast, is the newest addition to Jerry Blaine's orchestra broadcasting over WEAF and WJZ from the Park Centra Hotel. He joins Blaine's entertainment staff which includes Phyllis Kenny, Eddie Ross and the Men of Manhatan.

Los Angeles

RAYMOND R. MORGAN CO. has sent W. C. Ebersole on a six-week national selling trip with a new record wrinkle—39 recordings of the Harry H. Balkin character analysis program. The Balkin program was put on in Los Angeles to sell White King Soap and brought in carton tops from 70 tons of soap. Too high priced for many sponsors with a local selling area, Morgan company got the idea of making 11 minute records, leaving four minutes for local plugs, and selling city or state rights to sponsors who would thus divide the talent cost.

Creation of a new job, that of traffic manager for its Hollywood studios, and selection of Russell Pierson to fill it, is announced at NBC. This is a part of NBC's promised expansion program which recently enlarged its production staff. Pierson has been with NBC in San Francisco.

Stanley Kops and Eddie Dean will do the scripts for the series of "School Days" programs which Gus Edwards will produce at KFWB. The show will be regular Edwards revue stuff, and will be sponsored by Gaffers & Sattler, stoves.

Teddy Bergman Signed For 26 Transcriptions

Bigelow-Sanford Carpet Co., Inc., through Newell-Emmett agency, has signed Teddy Bergman to star in a feature of 26 transcribed programs. Radio Events, Inc., will produce and transcribe programs and will handle the promotion. Program, formerly strictly a service feature, will combine Bergman's comedy with the service continuity in a test to see if show will sell sponsor's product. New show will be called Hollywood Room Recipes. If successful, will attempt national campaign in fall.

Records and commercials will be sent to approximately 450 dealers throughout the country for consideration. Will be aired in New York by WNEW, WOR, and WAAT, Jersey City. Special tie-ups made for program with movie concerns, and a contest will be held, in the communities where that is possible, allowing listeners to plan a home, offering valuable pieces of furniture as prizes.

Louis Bout on NBC

The Joe Louis-Natie Brown bout which will be staged in Kansas City on Feb. 17 will be heard over the coast to coast NBC-Blue network beginning at 11:10 P.M. Clem McCarthy, NBC announcer, will do the eye-witness description of the fight.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

Washington—The following actions are announced by the Federal Communications Commissions:

Harold F. Gross and Edmund C. Shields, Saginaw, Mich. CP for new broadcast station to operate on 950 kc., 500 watts, daytime. Site to be determined subject to commission's approval.

News Press Publishing Co., Santa Barbara, Cal. CP for new broadcast station to operate on 1220 kc., 500 watts, unlimited time. Site to be determined subject to commission's approval.

KICA, Western Broadcasters, Inc., Clovis, N. M. granted Mod. of license to change hours of operations from Specified to Unlimited. 1370 kc., 100 watts.

HEARINGS SET

KGFF, K G F F Broadcasting Co., Inc., Shawnee, Okla.: Application for Mod. of license to change freq. from 1420 kc to 1430 kc; increase power from 100 w. night, 250 watts day, unltd. to 250 watts unltd.

KHQ, Louis Wasmer, Inc., Spokane: Application for Mod. of license to increase night power from 1 KW to 5 KW. To be heard before the Broadcast Division.

KYOS, Merced Star Publishing Co., Inc., Merced, Cal.: Application for Mod. of license to change freq. from 1040 kc to 1260 kc; increase hours of operation to unlimited.

Earle Yates, Las Cruces, N. M.: Application for CP amended to request 930 kc, 500 watts daytime only; exact transmitter site to be determined with Commission approval.

APPLICATION DENIED

J. D. Keating, Harvey Wells, L. J. Keating, Joe M. Meyer and L. C. Keating, d/b as Vancouver Broadcasting Co., Vancouver, Wash., construction permit for new 1500 kc 100 watts, daytime.

J. R. Maddox and Dr. W. B. Hair d/b as Chattanooga Broadcasting Co, Chattanooga, Tenn., construction permit for new 590 kc. 1 kilowatt, unlimited time.

K. K. Kidd and A. C. Kidd d/b as Kidd Brothers, Taft, California construction permit for new 140 kc, 100 watts, daytime operation.

W. T. Knight, Jr, Savannah, Ga. construction permit for new station. 1310 kc., 100 watts, unlimited time.

J. E. Brantley, Mrs. J. E. Brantley and J. E. Brantley, Jr, Savannah, Ga. station, 1200 kc., 100 watts night, 250 watts day, specified time.

Saginaw Broadcasting Co., Saginaw, Mich. construction permit of new station. 100 kc., 100 watts night, 250 watts day, specified time.

Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y. construction permit of new station. 630 kc., 250 watts, daytime.

Power City Broadcasting Corp., Niagara Falls, N. Y. construction permit for new station. 630 kc., 250 watts, daytime.

Metro Broadcasting Co., Los Angeles, Cal. construction permit of new station. 820 kc., 250 watts, limited time with WHAS, Louisville, Ky.

EXAMINER'S RECOMMENDATIONS

That the application of Hildreth & Rogers Co., Lawrence, Mass., for construction permit be granted, subject to later approval of the exact transmitter site. 680 kc, 250 watts, daytime.

That the application of Old Colony Broadcasting Corp., Brockton, Mass., for construction permit be denied. 680 kc, 250 watts, daytime.

That the application of Bay State Broadcasting Co. for modification of license of station WAAB to permit the increase of daytime power of that station from 500 watts to one kilowatt be granted.

That the application of Owensboro Broadcasting Co. for construction permit be granted, subject to conditions requiring submission of details and specifications concerning the transmitter location and antenna for examination and approval before construction is begun.

That the recommedation of George Harm for a construction permit be denied.

That if the application of Marysville-Yuba City Publishers, Inc., for a construction permit be denied, then the application of Golden Empire Broadcasting Co., Marysville, California, be granted. If first permit is granted, then it is recommended that latter be denied.

MUSIC

ERSKINE HAWKINS and the "'Bama State Collegians," both of "Uproar House," expect to be aired over a Columbia wire this week.

Cab Calloway and his Cotton Club Band will theater tour, effective March 18 at the R-K-O Theater, Boston.

Milt Britton and his musical madmen will cut capers at R-K-O theaters in Troy, beginning Feb. 19, and Schenectady, Feb. 25.

Upon completion of "Hit Parade" for Republic, starting Feb. 18, Duke Ellington and his boys return to New York. That will be about March 15 and Ethel Waters is vocalist.

Urges Newcomers Start In the Small Stations

Janet MacRorie, director of the continuity department of the National Broadcasting Co., stated before a meeting of "Job Clinics" that best way to secure a position with a large broadcasting network was to first acquire experience with a small local station.

"There is no room in the network ranks for inexperienced radio enthusiasts" she said. "The primary knowledge of radio terms, respect for the clock and enough sense not to talk into an open mike are a great asset to the newcomer."

Miss MacRorie stated that the business side of radio is divided into three fields: Engineering, program building and production and sale of time and facilities. Of these, the most productive of employment was program building and production.

Films After Connie

Connie Gates has just made a screen test for Universal Pictures and also has been offered a two-year contract by Educational. She is slated for a new radio show now in formation.

Mutual Program Folio

Mutual Broadcasting System will issue its first program folio on Feb. 22. Heretofore all program information was released by each member station.

La Franconi for Pix

Terri La Franconi, NBC romantic tenor, has been signed by Warner Vitaphone and starts work in about three weeks in a short subject at the Brooklyn studio.

IT'S NEW! SENSATIONAL! EXCLUSIVE!



DICTOGRAPH *Silent!* RADIO *with the* ACOUSTICON MYSTIC EAR

. . and a welcome change from profitless selling

LIKE the bursting of a bomb . . . news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new . . . but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio . . . The Acousticon Mystic Ear . . . that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces . . . radio spats . . . radiosis! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising NOW RUNNING. Get your share of these new profits. Fill in and mail the coupon TODAY for the whole profit-making story.

DICTOGRAPH PRODUCTS CO., Inc.

Radio Division Dept. D-1

580 FIFTH AVE., NEW YORK, N. Y.

DICTOGRAPH PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 31 years and make the Acousticon hearing aid, Dictograph Intracommunicating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Scale, in addition to Dictograph Silent Radio.

The words "Silent" and "Acousticon Mystic Ear" are trademarked. U. S. pats. No. 101,980 and 1,630,028; other pats. pending.

Copyright 1936 Dictograph Prod. Co., Inc.

. . . 30,000,000 Radios and NONE Except Dictograph Offers the Acousticon Mystic Ear

● You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp . . . right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to YOUR customers and it should be you. Mail the coupon. Get on the bandwagon!

A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.

MAIL IT!

DICTOGRAPH PRODUCTS CO., INC.
Radio Division, Dept. D-1
580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

Your name .....

Firm name .....

Street .....

City .....

My distributor is.....

MPPA OFF-AIR LICENSE IS CLARIFIED BY PAINE

(Continued from Page 1)

of the bi-monthly type have not seen the proposition in the right light and Paine is informing these papers that the main object in licensing the off-the-air reference recordings are for the sole purpose now of establishing and maintaining property rights. In the event that the copyright owners continue to allow the recordings to be made without payment of any kind, within a year or two it will be difficult to convince a court that free use of such music is not a "trade custom." To this end, the MPPA is out to take a small fee just to cover itself and members. Fees to be received from such recordings are not expected to be anything but small inconsequential sums, according to Paine.

Practice of taking down commercial programs during rehearsal and from the air is now a regular part of most big commercial shows. Numerous errors, weak spots in talk or music are definitely found, etc. In some cases the agency, sponsor, artist or all three have them made for personal reference. Apart from the large recording outfits such as World Broadcasting System and RCA, and the networks, there are many independent concerns making such disks indiscriminately and there is no means of checking on them. License will enable the MPPA to keep its finger on the pulse of such practice. Text of the license agreement appears on this page.

Intercity System Adds Station WGAL

(Continued from Page 1)

60,000. City is site of Franklin and Marshall colleges and a rich agricultural district.

New link brings total up to nine stations in the Inter-City group, operating along the Atlantic Seaboard from Boston to Washington via permanent A. T. & T. wires. Others are WMCA, New York; WIP, Phila.; WCBM, Baltimore; WATR, Waterbury; WOL, Washington; WMEX, Boston; WPRO, Providence and WDEL, Wilmington.

Civil Liberties Series Starts Feb. 22 on WABC

"Let Freedom Ring", new series of weekly educational radio programs dramatizing the struggle of the human race to win civil liberties, will be presented by the Office of Education, U. S. Dept of the Interior, over the WABC-Columbia network starting Feb. 22 at 10:30 P.M. It will be a weekly affair, with 13 programs set. Radio script writers on the staff of the Educational Radio Project, are writing and editing the series.

Chatter

MARGIE ANN KNAPP, 12-year-old singing and dancing star, late of WGBF, Evansville, Ind., where she had a run of three years with a daily program sponsored for two-thirds of that time by Sears-Roebuck, has been auditioned for "Babes in Arms," forthcoming Broadway musical production. Margie, in New York the past few months, attracted attention in appearances with Abe Lyman at the Hotel New Yorker, Vincent Lopez at the Hotel Astor, the Hollywood Restaurant and other Broadway spots. She also has done recording work and will shortly guest star on some of the major radio programs.

Kenneth Delmar, character actor heard on The March of Time, Columbia Workshop, and several other important network shows, replaces Ray Bramley in the character Bhutan on the Langlois and Wentworth Jungle Jim recorded series. This show is heard on more than 230 stations weekly from coast to coast. Bramley goes to Baltimore where a new stage production is opening.

Gene Stafford, copy chief for Langlois and Wentworth, is the author of an article, "How To Write For Radio" in the current issue of Writer's monthly. Stafford writes "Front Page Drama," "Jungle Jim" and Columbia's recent "Treasure Adventures of Jack Masters" series.

Arthur Boran, CBS mimic, now playing vaude dates, is practicing make-up with an eye to television.

WMCA and Inter-City is going heavy on news, reviews and gossip of the film field. New schedule will be Monday, Wednesday and Friday at 8:15 P.M., and Sunday at 4 and 8:45 P.M., with Martin Starr as the commentator.

Robert Simmons, member of the Revelers Quartet, and Patti Pickens, of the NBC singing Pickens Sisters, have been receiving congratulations the past few days. They middle-aisled it last week in Newburgh, N.Y.

The baritone singing of Tom Thomas was so well liked when he was heard on the Beauty Box program with Jessica Dragonette last week that he has been requested to make a return appearance on that show. He will be heard with Miss Dragonette on the program for Wednesday.

Decca-Crumit Action Adjourned to Feb. 23

Supreme Court action instituted by Decca Record Co., whereby the concern seeks to intervene in the suit filed against WHN by Frank Crumit and the National Association of Recording Artists, has been adjourned until Feb. 23. Crumit action against WHN is one of many filed by members of the NAPA in effort to halt indiscriminate playing of phonograph disks on the air.

Decca intervened in the WHN suit on the ground that by virtue of its "own genius and creative work," the record is the property of Decca and Crumit as an artist, was merely an employee of Decca. Walter A. Socolow represents Crumit and Milton Diamond, Decca records.

Socony Signs Series

Syracuse, N. Y.—Socony-Vacuum Oil Co. has signed Nick Stemmler, WSYR sports reporter, for a new series of 15-minute news broadcasts starting tonight at 11 o'clock and running five nights a week.

At 11:30 p. m. Stemmler will be back on the air again, giving a quarter-hour of bowling scores. Syracuse newspapers have barred the use on sports pages of commercial names of sponsors of bowling teams. Stemmler gives these names in his program, which is broadcast under a rotating sponsorship of firms having teams on the alleys.

New Direction-Finder Demonstrated in Action

A new-type radio direction finder and static-proof loop antenna will be demonstrated in actual operation in a broadcast from a plane in flight to the WABC-Columbia network tomorrow from 4:30 to 5 P.M. Scene of the broadcast is the TWA "Sky Chief" flying over the Mojave desert about 150 miles from Los Angeles with a load of passengers, mail and express from New York. Two-way conversation between occupants of the plane and persons in the KNX studios will be carried on throughout the broadcast. The music of Maurice and his orchestra, playing at the Hotel Biltmore in Los Angeles, will be tuned in from KNX to determine the position of the plane.

"Flying Time" Returns

"Flying Time," the NBC sustaining program, returns to the NBC-Red network on Monday, Feb. 11, 6:45-7 p. m., on a five-a-week schedule. Program shifts its origination point back to Chicago and it is assumed Roscoe Turner will continue to play the lead. Network has no New York outlet, time being used by Sheffield Farms Co.

KDKA Commercial

Pittsburgh—KDKA started a two-hour commercial Saturday night at 10. The show, known as "Cornfield Follies," features hillbilly talent piped direct from the stage of the Manos Theater in Ellwood City.

NBC JAN. BUSINESS AT RECORD HIGH MARK

(Continued from Page 1)

department, or rather an oversight, the NBC gross was figured from the rate card. This would have included protected contracts on accounts running when the 10 per cent overall increase in rates went into effect. This oversight was caught by E. P. H. James, head of the sales promotion department, and consequently the NBC treasurer called for a recapitulation, which of course resulted in the figures being held up as originally tabulated.

Monthly figures on unfilled orders on steel tonnage has nothing on the fuss attending the monthly gross billing of the networks. Webs have felt for a long time that they would like to get their business from out of the proverbial gold fish bowl, but trade and public interest apparently will not permit.

As already printed in these columns, CBS January gross revenue was $2,360,740, an increase of 24.2 per cent over the same period a year ago. Mutual Broadcasting figures for January, the first that include the Coast to Coast setup, were $187,363, a jump of 12.5 per cent.

Would Bar Newspapers From Owning Stations

(Continued from Page 1)

for licenses from persons affiliated with newspapers.

Wheeler also made public an opinion written by Hampson Gary, FCC general counsel, stating that legislation of the kind proposed by the senator should meet the constitutional requirements.

The senator had asked an opinion from the commission on the constitutionality of legislation "denying the right of newspapers to obtain broadcasting licenses in the future and requiring them to divest themselves of existing rights within a reasonable length of time."

Gary's opinion states: "The question is not free from doubt, and therefore the inquiry does not permit a categorical answer. I am of the opinion that the mutual ownership and control of newspapers and broadcast stations bear a reasonable relationship to, and have an effect on interstate commerce and, therefore,if the Congress enacted a law of the purport suggested it should meet the constitutional requirements."

Martinelli on Ford Hour

Giovanni Martinelli, world-famous tenor, will be guest soloist on the next Ford Sunday Evening Hour. The program, which will also feature music by the Ford Symphony Orchestra and Chorus under the direction of Victor Kolar, will be broadcast from 9 to 10 p. m. over the CBS network.

NBC Building Up Singer

Carol Weyman, mezzo-soprano, has been signed by the NBC artist bureau and will receive a build-up via sustaining spots over the net.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 6 NEW YORK, TUESDAY, FEBRUARY 16, 1937 FIVE CENTS

Defer Organizing Actors

"Hands Off" Policy Adopted for Time Being by American Federation of Actors Toward Radio Talent

American Federation of Actors has definitely adopted a "hands off" policy in the matter of organizing radio talent and will take this position until such time as either a strong movement of these actors and actresses makes itself felt within, or Actors' Equity Association officially announces that it is dropping the idea altogether.

Delegation of radio actors who waited upon Ralph Whitehead, head of the American Federation of Actors, asked him to take up the reins of such organization, but Whitehead referred them to Frank Gillmore,

(Continued on Page 3)

Looking On

.... AND LISTENING IN

TALENT Consumption of talent on the air is greater than in any other field of entertainment. For that reason, greater attention should be paid to means of conservation. Yet never in history has there been such a splurge and scramble of star talent as the jamboree that is taking place these days on the radio.

The splurging isn't so bad and can't very well be avoided. The scrambling is and can.

A little interchanging of guest stars on programs may be all right, but the practice lately has reached alarming proportions.

Amusement records of past years show that the names who remained longest in public favor have been the ones who did not give the fans a steady overdose of themselves.

They realized that an artist, no matter how good, can become monotonous. Or he may wear himself out.

And the "you pat me and I'll pat you" game is one that plays out very quickly.

JOKES One of the banes of radio comedy is the old joke. It pops out from even the best programs and hits you in the face like a pitcher of ice water.

Gag writers defend their regular recourse to Joe Miller with the argument that there is always somebody who hasn't heard the quip before.

It's a poor defense.

In this day of broadcasting there is hardly anyone who hasn't heard anything that's been repeated from three to ten times.

Why cater to the minority who hasn't?

Prosperity

Raleigh, N. C.—Signs of increasing prosperity are noted at WPTF, which reports that mail received in January set a new record for the station. Total was more than double the amount received in the same month last year. Cards and letters came from almost every county in the state, also from such distant states as Colorado, Ohio, Louisiana, Maine and Massachusetts.

TRANSCRIPTIONS SHOW 50 PER CENT INCREASE

Transcriptions showed the greatest gain in broadcast renditions last year, amounting to 50.6 per cent more than in 1935, according to the reports of the National Ass'n of Broadcasters. Live talent volume rose 26.2 per cent, record volume 9.7 per cent and announcement volume 15.5 per cent. Transcriptions accounted for 24.7 per cent of the total amount of non-network sales, live talent 47.9 per cent, records 2.0 per cent, and announce-

(Continued on Page 3)

Copyright Bill Action Pushed on Two Fronts

Washington Bureau of THE RADIO DAILY

Washington—Action on the Duffy Copyright bill is being pressed on two fronts according to Senator F. Ryan Duffy (Dem. Wis.), who told RADIO DAILY last night he is doing everything possible to bring his new measure up on the senate floor as soon as possible.

Senator Duffy, who is a member

(Continued on Page 4)

Pro-Ker Is Launching Series on 60 Outlets

Pro-Ker (hair tonic) will take to the ether next week on some 60 outlets throughout the country. Series, cut by RCA Victor, will be a dramatic crime show exposing fraud rackets of various kinds, especially as caught by the Better Business

(Continued on Page 3)

Bedside Broadcasts

Kathryn Cravens, CBS commentator confined to her rooms in the Warwick Hotel by influenza, will continue her broadcasts on schedule with CBS running special wires to her bedside.

LOS ANGELES THEATER LEASED BY COLUMBIA

West Coast Bureau of THE RADIO DAILY

Hollywood — CBS yesterday announced leasing of the former Studio Playhouse for immediate conversion into an exclusive broadcast theater. It is planned to have it ready for the Gillette Community Sing next Sunday, with Joe Penner moving in Feb. 28 and Al Jolson March 2. House seats 1,100.

Biow Radio Department Adds Two New Members

Radio Department of The Biow Co., agency, has added two newcomers to its staff in Peggy Roos, formerly with the Phillips Lord office, and Walter Brockmann, Berlin newspaperman and author.

Both will work under Charles Martin, head of the radio department and assist in research work, etc., for the new Phillip Morris show on CBS using the "Circumstantial Evidence" dramatizations, along with Russ Morgan ork.

GEN'L MOTORS RENEWS SUNDAY CONCERT SERIES

General Motors, Corp., Detroit, through Campbell-Ewald Co. of New erk, has signed a 13-week renewal, effective March 14, on its General Motors Concert series which is heard on 75 NBC-Red network each Sunday, 10-11 p. m. WJIM, WBCM, WFDF, stations not NBC affiliates, will continue to carry the program.

Gen'l Mills Sponsors Ball Games on WNEW

WNEW, New York, has signed an exclusive contract with the Newark Baseball club to broadcast the latter's entire schedule during the summer. Games will be sponsored by General Mills (Wheaties) with the Knox-Reeves agency of Minneapolis handling the account.

Also under the sponsorship of

(Continued on Page 3)

A.F.M. Exec Board to Take Up Ban on Musicians Recording

A proposal to ban recordings by musicians is expected to come up at the mid-year executive board session of the American Federation of Musicians at the Everglades Hotel, Miami, starting Feb. 22.

James C. Petrillo, president of the Chicago Federation of Musicians, which has already voted a ban on

(Continued on Page 4)

Bigelow-Sanford Start Bergman Series Mar. 1

Bigelow-Sanford Carpet Co., Inc., of New York will start distribution of new transcribed series to their dealers March 1. Series will headline Teddy Bergman. The new programs,

(Continued on Page 3)

Show Boat Sails On

Ralph Starr Butler, vice-president in charge of advertising for General Foods, announced yesterday that the Maxwell House Show Boat with Lanny Ross would continue to be heard on the NBC-Red network, Thursdays, 9-10 p.m., as a full-hour show for an indefinite period. This announcement scotches reports that the show was to be cut to a half-hour.

RADIO DAILY

Vol. 1, No. 6 Tues., Feb. 16, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; six months, $3; three months, $2; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

Sues on Civil Rights Over Aired Incident

T. Benson Hoy, commercial air pilot, has instituted proceedings in the N. Y. Supreme Court against WMCA, asking $50,000 damages, charging he was made to appear foolish, unnatural and undignified in a broadcast of an incident in his life which he did not authorize. Suit was disclosed when pilot filed motion to examine Donald Flamm, president of the company, before trial. Plaintiff asserts civil rights were infringed upon without his consent for commercial purposes.

Station admits the broadcasting of the incident in Hoy's life on August 18, 1935, but denies other allegations. Hoy was injured when a transport plane in which he was co-pilot crashed at Newark Airport on September 21, 1934, one minute after its take-off.

McKnight Writing Again

Tom McKnight, veteran radio producer and author, has resumed writing the Beatrice Lillie comedy scripts which are heard over the NBC-Blue network every Wednesday from 8 to 8:30.

FINANCIAL

(Monday, Feb. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Crosley Radio	27	26¼	26¼	— ¼
Gen. Electric	61⅝	60	60⅜	— 1½
North American	30⅝	30¼	30½	+ ⅛
Stewart Warner	20¼	19¾	19⅞	— ⅜
Zenith Radio	37⅛	36⅝	36⅞	— ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	18½	18¼	18¼	.....
Majestic R. & T.	4¼	4¼	4¼	.....
Nat. Union Radio	3¾	3⅛	3½	+ ½

OVER THE COUNTER

	Bid	Asked
CBS A	49½	51
CBS B	49	51
Stromberg Carlson	19½	20½

NETWORK SONG FAVORITES

Following is an accurate log for the week ending Feb. 13, covering songs played from 5 p. m. to 1 a. m. on WEAF, WJZ and WABC. Only songs played 15 or more times are included.

Selection	Publisher	Times Played
This Year's Kisses (Irving Berlin, Inc.)		36
There's Something in the Air (Robbins Music Corp.)		30
Night Is Young and You're So Beautiful (Words & Music Corp.)		28
With Plenty of Money and You (Harms, Inc.)		25
On a Little Bamboo Bridge (Joe Morris Music)		23
Good Night My Love (Robbins Music Corp.)		22
Love and Learn (Chappell & Co.)		21
May I Have the Next Romance With You (Leo Feist, Inc.)		21
Gee, But You're Swell (Remic Music Corp.)		20
When My Dream Boat Comes Home (Witmark & Sons)		19
You're Laughing at Me (Irving Berlin, Inc.)		19
I Can't Lose That Longing for You (Donaldson-Douglas & Gumble)		18
I've Got My ove to Keep Me Warm (Irving Berlin, Inc.)		18
Trust in Me (Ager, Yellen & Bornstein)		18
Boo-Hoo (Shapiro, Bernstein, Inc.)		17
Serenade in the Night (Mills Music, Inc.)		17
When the Poppies Bloom Again (Shapiro-Bernstein, Inc.)		17
I'M in a Dancing Mood (Crawford Music Corp.)		16
If My Heart Could Only Talk (Sherman, Clay & Co.)		16
The Mood That I'm In (Broadway Music)		16
Rainbow on the River (Leo Feist, Inc.)		15
Slumming on Park Avenue (Irving Berlin, Inc.)		15
Summer Night (Remick Music Corp.)		15
Twinkle, Twinkle, Little Star (Popular Melodies)		15

New WHO Sales Manager

Des Moines—Hale Bondurant has been appointed sales manager of Radio Station WHO, according to an announcement by Colonel B. J. Palmer, president of the Central Broadcasting Co. His new duties will include supervision of both national and local radio advertising, enabling J. O. Maland, vice-president of Central Broadcasting and manager of WHO, to devote more time to general activities of the company.

Bondurant is president of the Advertising Club of Des Moines and a member of the executive council of Sales Managers' Association of the National Association of Broadcasting.

Audience Device

Several radio equipment manufacturers are negotiating for rights to the device invented by Dr. Nevil Monroe Hopkis for measuring listener-response, it was announced yesterday by National Electric Ballots, Inc. The device has now been perfected so that it may be attached to radio set.

Edwards Replaces Seymour

Ralph Edwards has been selected to replace Dan Seymour as announcer on the Major Bowes broadcasts Thursday nights. Seymour on the west coast with Gillette program for six weeks. He will resume Chrysler shows upon return to New York.

Cantor Stooge Signed

Harry Savoy, old time vaude star, who scored big in his debut as air stooge for Eddie Cantor, has been signed to a 13-week contract by Texaco and will appear weekly on the Sunday night Cantor show.

WBS Adds Don Lee

WBS has added the Don Lee network to its list of stations using the WBS library service, effective April 1.

Philco Amateur Series

Philadelphia—A novel departure from the general run of radio sponsorship will be instituted on Feb. 20 over WIP, when the Philco Radio and Television Corp. fosters a series of amateur hours with nothing to sell but good will to its own employees. Ams will have five tries with the finale a visual at the local Metop. Same stunt was pulled last year and once again James Allen, WIP program domo, will act as master of gonging ceremonies.

Amateur Hour Renewed

Chicago — The Master Amateur Hour heard over WCFL each Sunday from 9 to 10 p. m., sponsored by Master Jewelers here, has been renewed for a year following very successful 26 weeks of airing over the Labor station. Show is produced by Phil Shelley. Winners are awarded wrist watches as prizes and given engagements on "Stars of Tomorrow" program, quarter hour shot each Wed. and Fri. from 7 to 7:15 under banner of same sponsor. Harold Isbel, announcer of the Eddie-Fannie Cavanaugh gossip club, steps into role of emcee on the Master show renewal.

Opens Eastern Offices

Earnshaw Radio Productions, Hollywood transcription firm, producers of "Monte Cristo", "Chandu the Magician" and several other popular transcription features recently opened Eastern offices at 116 Broad Street, New York. Charles Michelson is in charge.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
From script to production—
that extra something that's good radio

COMING and GOING

MARY LIVINGSTONE leaves the Jello program in Hollywood after the Feb. 21 broadcast and goes to Plainfield, N. J., to visit her family. Miss Livingstone will return to program March 14.

FRANK MAULSBY, assistant CBS production manager, is back in New York after spending week in Washington and Atlantic City.

KEN MURRAY arrives in Hollywood on March 29. Will take over Campbell Tomato Juice show in April.

BRYAN FIELD, Mutual announcer, flies from Miami to Santa Anita for the Handicap announcing beat.

QUIN RYAN, broadcast manager of WGN, left for a vacation to Sanibel Island, off the west coast of Florida.

BOB ELSON, WGN announcer, comes to town tomorrow for a three-day confab with sponsors.

BOB RIPLEY goes to Philly Thursday to address the Advertising Club there. Airing will come via WIP.

Today's arrival of the Ile de France, brings JEAN SABLON, French radio sensation; MRS. TERESA ITURBI and MISS AMPARO ITURBI, mother and sister of JOSE ITURBI, famed pianist.

Thomas Joins Taplinger

Robert Taplinger, recently returned from the west coast, announces that Dan Thomas, former NEA writer and Walter Wanger publicity man, has joined the Taplinger Hollywood office. Thomas will head a new department, combining radio and movie publicity tie-ups. Taplinger was the first New York public relations council to open Hollywood office, and is the first to create the movie-radio hook-up as regular service to clients.

Another Spelling Bee

Philadelphia — Spelling bee bug bites WIP and on Feb. 20 station premieres a local series of spelling stumblers using wide pants guys and co-eds. Collegiates being culled from Drexel, Swarthmore, Temple, Villanova, Haverford, La Salle, Beaver and many others still to be heard from.

Kreuger Ends NBC Series

Krueger Beer show, heard over NBC-Red network Monday at 10:30 p. m., with Martin Block and Jerry Cooper, fades from net after March 22 broadcast. Sponsor also airs two 15-minute daily shows over WNEW which continue through the summer.

The Tavern
RADIO'S RENDEZVOUS
MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB
158 W. 48th St. "Toots" Shor

TRANSCRIPTIONS SHOW 50 PER CENT INCREASE

(Continued from Page 1)

ments 25.4 per cent. Last year transcriptions accounted for 20.9 per cent, live talent 48.3 per cent, records 2.3 per cent and announcements 28.5 per cent.

In the national non-network field, transcriptions led other types of rendition, rising 53.2 per cent over 1935. Live talent rose 35.6 per cent, records 6.6 per cent and announcements 35.4 per cent. The proportion of total national non-network advertising represented by the various types of rendition is as follows: transcriptions 37.3 per cent, live talent 45.0 per cent, records 0.5 per cent, and announcements 17.2 per cent. In 1935 the proportion was transcriptions 37.7 per cent, live talent 42.9 per cent, records 0.4 per cent, and announcements 19.0 per cent.

Transcriptions also recorded the greatest gain in the local non-network field, rising 41.7 per cent over the 1935 level. Live talent volume rose 18.5 per cent, records 10.2 per cent and announcements 6.9 per cent. Transcriptions comprised 11.0 per cent of the total local non-network sales, live talent 51.2 per cent, records 3.7 per cent, and announcements 34.1 per cent. In 1935 transcriptions amounted to 9.0 per cent, live talent 50.0 per cent, records 3.8 per cent and announcements 37.2 per cent.

Total broadcast advertising in 1936 was $107,550,886, an increase of more than 20 per cent over 1935. National networks got $59,671,244, regional networks $1,367,812, national non-networks $24,141,360, and local $22,370,470.

Bigelow-Sanford Start Bergman Series Mar. 1

(Continued from Page 1)

released approximately one month after Bigelow's 1937 Hollywood Room Recipes broadcasts, will be announced to the industry Feb. 18. Twenty-six programs will be available to the sponsor's dealers for their sponsorship over local stations.

Bigelow, through the aid of the above mentioned programs, is gathering an accurate check on the merits of service shows versus entertainment broadcasts. Bergman series will be written by Harmon J. Alexander.



February 16

Greetings from Radio Daily

to

Leah Ray
Wayne King
Bert Kalmar
Joe Lombardo
Dell Sharbutt
Joe Smith

Station Flashes

BECAUSE of the widespread interest in amateur photography in Des Moines a novel contest for cameramen is being conducted by Hi and Lo, song and patter team of KSO. Each Friday night amateur photo fiends are invied to snap them at work during their program, the best photograph of the week winning a $5 prize. The Des Moines Sunday Register ran a picture of the amateur photographers at work on their radio subjects.

The Happy Chappies, Iowa Network entertainers, and Ranny Daly, program director of KSO and KRNT, appeared at the Iowa Hardware Convention last week. The Chappies are also scheduled to perform at the Iowa Drug Convention in Des Moines, Feb. 16-17.

WBAL has arranged with the Hippodrome Theater, Baltimore, to present weekly the current attraction at the theater in a 15-minute air show. The first, presenting Ina Ray Hutton and her Melodears, took place yesterday and included an interview of Miss Hutton by Rex Reynolds, of WBAL.

WWVA, Wheeling, on Saturday celebrated the 200th performance of its WWVA Jamboree. Show is held two evenings weekly.

KRSC, Seattle, headed by Bob Priebe, ushers in its tenth anniversary with preparations for new highs. Staff now surrounding Priebe includes Romig C. Fuller, commercial manager; Ted Bell, program manager; George Freeman, chief announcer; Juliet Glen, continuity writer, and Leo Moen, John P. Haverly, Robert S. McCaw and Tom Herbert, announcers.

Elaborate ceremonies officially opened the new KRKO studios at Everett, lumber city north of Seattle, where Lee Mudgett is manager.

"Chemistry of Today," presented over WAAB and The Colonial Network under the direction of the Northeastern Section of the American Chemical Society, will observe their 250th broadcast on Feb. 19.

The Thelma Murphy - Truesdale Mayers, combination Youngstown, O., is being made in transcriptions for five other stations. In Detroit they will be known as Thelma Gibson and Dale Mayers.

The new broadcast tower for WGL, Fort Wayne, has taken the record from the Lincoln Tower as the highest piece of construction work in Fort Wayne. The tower stretches 175 feet above the Keenan Hotel, which is 150 feet high.

Having brought to WPTF listeners one of the best hillbilly acts on the air in the Monroe Brothers, RCA Victor dealers in Eastern Carolina are now conducting a contest over WPTF in which some lucky listener will be given a free Auto or Table Model RCA Victor Magic Voice Radio. The Monroe boys are heard Monday through Saturday at 10:15 a. m. and each program is sponsored by a different dealer in Raleigh, N. C.

KCMC, the Texarkana Gazette and News radio station, has a new vertical radiator which reaches a height of 194 feet from its concrete foundation. The new tower is only a part of the new equipment to be used by KCMC for broadcasting purposes. Other equipment includes a new Western Electric transmitter, speech input apparatus, and other fixtures.

Interstate Theaters, San Antonio, are sponsoring a new program recently started on KONO, daily at 3:45 p. m., known as "Snoopy, the Hollywood Gossiper." Gives the lowdown on pictures and players coming to the Majestic, Aztec, Texas and Empire theaters.

WELI'S new commercial, "Tim Rancho Adventures", sponsored by J. Johnson & Sons, begins Feb. 19 at 5 P.M.

Russell A. Gohring, program director of WSPD, Toledo, is among the 15 nominees for the 1936 distinguished service award of the Toledo Junior Chamber of Commerce. The nominees were suggested because of outstanding work or because of some general civic achievement.

Hochschild, Kohn & Co., one of Baltimore's leading department stores, has started a new program over WCAO. It is given every morning except Sunday and features Hilda King in news events, personalities, fashions and sales.

Work on the master control room of KDYL in Salt Lake City is progressing at a rapid rate so that within a few weeks this station will boast the finest and very newest type of

(Continued on Page 7)

ACTORS' UNION DEFERS ACTION IN RADIO FIELD

(Continued from Page 1)

president of Equity. Further than this move, Whitehead was non-committal on the subject.

Equity, over two years ago brought out a lengthy survey intended to show the trials and tribulations of radio actors under present conditions, but nothing developed from it. At the time, Gillmore stated that they had made an effort and looked into the situation thoroughly, but that the actors themselves would really have to make the first substantial move in their own ranks. As soon as they presented a united front and some semblance of solidarity of opinion and knew definitely what they wanted, the AEA would then go ahead and do what they could for them.

At Equity headquarters, it is understood that other matters are considered of more importance just now than radio. More script shows on the air than ever is believed to have ameliorated conditions considerably. Another angle is the fact that Equity has yet to organize Hollywood.

General Mills Sponsors Ball Games on WNEW

(Continued from Page 1)

Wheaties, WNEW will send Earl Harper and Kenny Kurz to Florida on March 15 to broadcast a series of six spring training games to be played by Newark. Harper and Kurz return to New York in time to broadcast opening games in the American League and International League.

An existing rule, laid down by the owners of the two major league teams in New York, has restricted the broadcasting of baseball games in the past. This is the first time that New Yorkers will be able to tune in a baseball game daily throughout the entire season. Earl Harper will do the airing.

Pro-Ker Is Launching Series on 60 Outlets

(Continued from Page 1)

Bureau in its weeding out the rackets in business.

Time is being placed by The Biow Co., with scripts being done by Charles Martin.

TOM TERRISS

Known as

"THE VAGABOND ADVENTURER"

Available for

GUEST APPEARANCES
MASTER OF CEREMONIES
RECORDINGS OR TRANSCRIPTIONS
RADIO PROGRAMS

Address:—
LAMBS CLUB

BOARD WILL TAKE UP BAN ON RECORDINGS

(Continued from Page 1)

recordings, is a member of the executive board and is believed likely to make the proposal. He is expected to have strong support from musicians' representatives from New York, where a group of prominent band leaders recently met and approved a resolution to have Local 802, musicians' union, request the national executive board to take action or recordings.

Copyright Bill Action Pushed on Two Fronts

(Continued from Page 1)

of both Senate Foreign Relations and Patent Committees, pointed out he is also pressing for early hearings on the bill before both committees. He expects Foreign Relations sub-committee to start hearings on international aspects on the bill designed to give America membership in the Berne Convention, within the next fortnight, while other technicalities will be heard before the Senate Patent Committee shortly afterward. Usual delegations of "pros" and "antis" are expected to attend all hearings.

Current History via WHN

Another questionnaire program makes its debut via WHN Wednesday night, conducted by Current History magazine. Idea is for four undergrads of N. Y. U. to match their knowledge of current history with four grads of Teachers' College. Each week two groups will be cross-questioned by M. E. Tracy, editor. Plan is to give the correct answer immediately should the reply be wrong.

Mag is not buying time; merely an exchange of time for publicity.

Nature Friend on WMCA

Nature Friend, Inc., bird seed sellers, has bought 13 15-minute programs on WMCA. They will be piped to Inter-City's Boston and Philly outlets. Show will be a women's club idea, with Anice Ives conducting Friday mornings. Account handled by Frank Presbrey agency.

ONE MINUTE INTERVIEW

CHARLES TOBIAS

"Radio has placed a premium on composing talent and on the ability to create intelligent, clever and novel lyrics. Never before have songwriters had to be so good to earn so little. Many of the song hits of years ago would be "corny" today, while the tunes of 1935 would be tabbed too highbrow a decade ago."



● ● ● **Nash Motors is angling for Kate Smith's abandoned "Command Performance" idea....Notre Dame Glee Club gets Shell airing March 27.... George Ogle, advertising exec. for A. & P. preparing series of articles on Home Necessities and Radio Advertising....Neal Hopkins, of the CBS "Your Unseen Friend" show, now with Cass-Tohrner agency, doing radio productions....Louis Shurr opens coast offices in two weeks. His brother, Lester, will handle the radio end from here....Adam Hats will present the "Passion Play" via WHN Sunday on a two-hour show....Arthur Kay, radio mimic, opens Wednesday night at the Rainbow Room, atop the RCA building.... Charles Martin, head of the radio department of The Biow Co., gave a talk last night to the students of the Jane Manners dramatic school. He spoke on "Radio as a Career", but did not over-encourage the hopefuls.**

● ● ● *What with many bandleaders speaking and being part of the show, Vincent Travers, French Casino Maestro with an NBC wire, is taking diction lessons....Zeke Manners and his Gang of Hillbillies open at the Roxy theater on the 26th....Mickey Alpert, singer of songs and m. c., signed by Lester Lee, Matty Rosen and Bill Miller, for radio. Scripts are being looked over. The idea is to build Mickey into the Berle-Youngman class—which shouldn't be difficult with his ability!.... Lanny Ross does a concert tomorrow at Carnegie Hall....Jan Peerce opens his concert tour in Pittsburgh March 7....Mary Small does a Ford starring role next week....Nick Lucas will remain on that show—with the possibility of Mary becoming a standard feature.*

● ● ● **The James J. Braddock show, formerly sponsored for Tastyeast, will be aired again shortly for another time-buyer. Negotiations are now in progress....Jack Kofoed will script, with Stella Unger doing the commercials ....."Magic Key" considering the following: Tom Brown, Eric Linden, Phil Regan, Mary Boland, Ralph Morgan and Leo Carrillo, for their shows.... Radio Row is sad on learning the news of the Edward Davidow passing ....Though not directly affiliated with the industry, he helped many reach the top.**

● ● ● *He came East, did two commercials, and five benefits....Now George Jessel is in Florida for a week's rest....Fairbanks Morse bought 52 weeks on WNEW sponsoring R. Brooks, "Little Things in Life" and also 108 spot announcements on the station plugging the show's debut! ....Ray Midgley will present Lawrence Menkin's production of "The Hostess", a chorine's story with a ring of dope smugglers via WMCA tonite on "Through the Stage Door" series....Met opera singers insist that their voices be recorded when doing an airing....Teddy Powell, Leonard Whitcup and Walter Samuels placed "Sailing Home" with Words & Music, Inc., and "Spring Cleaning" with Berlin....Jascha Heifetz and Efrem Zimbalist will play the Bach double violin concerto together Saturday night at their Carnegie Hall benefit for the Red Cross.*

● ● ● **If you want to know anything about announcers, ask Bettie Glenn of Publicity Associates. She knows them all....Ford Bond threw this month's get-together cocktail party for announcers the other nite....Louis Reid, former radio editor of the New York American, joined the Schillin agency....Milton Berle received no end of ribbing during the Lindy noon hour last week. Everyone charged him with "stealing" Henny Youngman's material and Milton counter-charging that Henny swiped his!....It was all very entertaining!....Sid Gary will make a series of shorts for Columbia. He was seen at the fights with Jack Cohn, head of Columbia pix.**

WEBS SEEK TO IMPROVE EDUCATIONAL PROGRAMS

Conferences are under way between NBC and CBS for the purpose of finding ways and means to improve the educational program features, or at least learn if the many on the air are meeting with approval and if anything is being left undone along these lines.

Talks are expected to result in improved educational programs and a research method of getting proper reaction to programs.

Audiences for Burns-Allen

West Coast Bureau, THE RADIO DAILY

Los Angeles — When Burns and Allen go from soup to nuts on April 1, Grape Nuts succeeding Campbell's Soups as their sponsor, the new show probably will have broadcast audiences. It will go over the NBC network, with Ray Noble directing the orchestra. Young & Rubicam is the producer.

Adam Hats Renews on WAAB

Adam Hat Stores have renewed for a series of 15 feature bouts to be broadcast via WAAB to the New England fight fans from the New York Hippodrome starting tomorrow with the Sollie Krieger-Fred Apostoli bout. Account is handled through Glicksman Advertising Co., New York.

Airing Ball Games

Kellogg Co., Battle Creek, Mich., (cereals will sponsor a series of St. Louis Cardinal exhibition games from the training camp, Daytona Beach, Fla. Broadcasts will start late in March and will be heard over WMFJ, Daytona. N. W. Ayer & Son Inc., New York, placed the account.

Boston Series Go National

Boston — WAAB - Colonial's weekly lecture series by prominent educators and authors presented by the Boston Museum of Fine Arts every Thursday, 7.30 p.m., will go coast-to-coast on the Mutual system starting March 4.

Installs WMCA Wire

"Show Bar," glitter-spot of Forest Hills, has just installed WMCA wire. According to Bill Sharkey, ork leader there, it will go NBC coast-to-coast in the near future.

New Cantor Discovery

Eddie Cantor will present his latest discovery, Robert Parish, negro baritone, on the Texaco broadcast Sunday.

KNOW YOUR INDUSTRY

"HARMONIC" is a stage of periodic wave having a frequency which is an intergral multiple of the fundamental frequency. A stage which is three times the fundamental frequency is termed the "third harmonic".

COMMENTS
On Current Programs

LESLIE HOWARD brightened up the Eddie Cantor-Texaco program Sunday night. There was no Shakespearian flavor about the show, but merely an exchange of quips between the comedian and the dramatic actor, who proved himself quite adept at comedy too. Cantor's new stooge, Harry Savoy, who made a sensational debut two Sundays ago, wasn't given much time on the last program, probably due to the Howard appearance.

GEORGE JESSEL did his familiar stuff with pleasing results on the Woodbury bill, with Frank Parker, Judy Canova, Annie and Zeke. Material was just moderately good, but Jessel has the style for radio audiences.

JOSEPHINE ANTOINE, new Metropolitan Opera singer, who made her debut on Ed Wynn's program, showed a good deal of versatility. Besides some very nice chirping, she engaged a bit of amusing comedy with Wynn.

JACK MAJOR, who is the Colonel Major of an afternoon WABC program of his own, was one of the story-tellers on the "We, the People" bill. He told a human interest yarn about his mother. Major has an ingratiating personality and style of narration. His entertainment is of the soothing variety.

NADINE CONNER had to shoulder the main burden on the Vicks program Sunday night, due to Nelson Eddy being out on doctor's orders. It was quite a burden for Miss Conner and she reflected the excitement.

LUX splurged in last night's Radio Theater production broadcast from Hollywood over the CBS network at 9 p. m. Besides the headliners, Jack Benny and Mary Livingston, the cast of the offering, "Brewster's Millions," included Lionel Bellmore, Crauford Kent, Hal K. Dawson, Ynez Seabury, William Royle and a dozen other screen and radio featured players. It was one of the most pretentious casts lined up by J. Walter Thompson agency for a radio drama.

The play was a freely adapted version of "Brewster's Millions", with plenty of modern quips that were more Benny than Brewster. But on the whole it was about the liveliest and funniest offering of the Lux program to date.

Rich Series Continues

New sustaining series begun last Saturday over CBS featuring Freddie Rich and orchestra, and called "Americana", will continue indefinitely. Show, aired from 10.45 to 11 P.M. will feature symphonic compositions of American composers.



"JOHNNIE PRESENTS"

Phillip Morris
WABC (CBS network), Saturday, 8:30-9 p. m.
Biow Co., Inc.

DRAMA-MUSIC PROGRAM OKAY IN MUSICAL DIVISION BUT DRAMATIC FEATURE MISSES.

The featured portion of this program, Charles Martin's "It Might Have Happened to You" series of drama skits, fell down in the initial broadcast of this new series which succeeded the Leo Reisman show. Assertedly based on actual cases of victims of circumstantial evidence, with the principal in the case being brought to New York to tell his story, the skits are somewhat in "We, the People" vein. Initial number, telling of a chap who was wrongly convicted of a murder and just missed being put to death, lacked clarity and effective continuity in its dramatization, with the result that it failed to click for all its worth.

Other portions of the program, Russ Morgan's orchestra, vocal specialties by Phil Duey and the Six Diminuettes, was enjoyable. The show bows in to the familiar Grofe "On the Trail" theme, with an introductory talk by Johnnie. Opening bill also had brief remarks by Don Bestor and Walter O'Keefe, who came to give Morgan a send-off. Kenneth Roberts is the announcer.

"THE ROMANCERS"

Weston Biscuit Co.
WOR, Sundays 9:45-10 p.m., EST.
Adelaide French

PROGRAM BOWS WITH A FEW SONGS, ORGAN PUMPING AND TOO MUCH TALK.

"The Romancers," a 15-minute weekly spot via WOR, locally only, tried pleasing Sunday night listeners with the finer type of entertainment such as classical tunes and poetry, feeling that at this hour the fans were tired of the comedy antics. To this end, the first shot did not succeed. Though Willard Amison's rendition of Herbert's "I'm Falling in Love with Someone" and Adelaide Norton's "With a Heart That's Free" were pleasant to gag-tired ears, the mood was killed with too lengthy product announcements and too much talk from Erik Rolf, narrator attempting a David Ross. Sponsor apparently tried to get his money's worth from the 15-minute airing and succeeded in losing a steady following for this spot. Due mention was made of Adelaide French, who handles the account for the biscuit company and produces the show.

Ad Women Tour NBC

Group of over 100 members of the advertising course sponsored by the Advertising Women of New York, Inc., made their annual tour of the NBC studios last night as part of their program of study. A talk, tour and radio performance was included in the evening's schedule.

John H. Bachem, NBC eastern division sales manager, addressed the women on "Radio as an Advertising Medium." Most of the members are employed in advertising agencies and continue their actual study work in order to specialize in radio.

Tastyeast to Renew

Tastyeast, Inc., Trenton (yeast candy), will renew its present NBC-Blue network program on 20 stations effective March 2. Renewal is signed for 39 weeks, but is merely a formality inasmuch as the original 52-week contract was signed by an agency which no longer handles the Tastyeast account. Program features "The Original Tastyeast Jesters" and is heard Tuesdays, Thursdays, Fridays, 7:15-7:30 p. m. Peck Advertising Agency, Inc., New York, has the account.

Cardinet to Renew

Cardinet Candy Co., Oakland, on March 7 will renew its West Coast program, "The Night Editor," on five NBC-Red Pacific stations, Sundays, 9:15-9:30 p. m. PST. Program features dramatizations by Harold Burdick. Tomaschke-Elliott, Inc., Oakland, has the account.

Heads WMCA Announcers

Bertram Lebhar, Jr., sales director of WMCA, announced the appointment of Bob Carter, station announcer and commentator, as chief of the announcing staff. Carter came to the station from WIP, Philadelphia in May, 1935.

Countess Albani Back

Countess Olga Albani, last heard over the air 18 months ago on the Real Silk series, has been signed to appear on the Ford program Friday. It is believed that her contract has an optional clause which calls for additional appearances.

12 Shows Out of KYW

Philadelphia—KYW books reveal an even dozen shows weekly for the NBC Red emanating here. Marks the largest number of sustaining shows fed to the net by any managed and operated station of the NBC.

★ ★ ★ ★
EVERYBODY
WHO IS
ANYBODY
IN
RADIO
IS
READING
RADIO DAILY
EVERY DAY
★ ★ ★ ★

Los Angeles

LEWIS ALLEN WEISS, general manager, Don Lee System, will go to San Francisco in the next few days to be principal speaker before the San Francisco Ad Club on Thursday. He will talk on "Big Names in Radio."

Mark Larkin, veteran movie and radio publicity man, has opened new offices in the Hollywood Chamber of Commerce building. Associated with him is Lynn Boyd.

Bert Rovere, cafe man, and his 15 singing waiters, most of them with an operatic past, go coast-to-coast as a Columbia sustaining feature. The show starts 2 p. m. PST from Rovere's Paris Inn dance floor, through KNX. The show, on the air for six years here, was tried out nationwide last week, clicked, and was signed.

Buddy Rogers will do his final Nat. Biscuit broadcast from Hollywood, before his trip to England, this Friday. On the 26th, he will cut into the program, via NBC's New York office, from the dock just before sailing, and will use the ship's orchestra and the Captain with him. While he's in England making a movie for B. I. P., the show will use guest stars.

Dr. Strasskas Toothpaste has signed with KNX, with the possibility of a chain tie-up later, for a weekly, "Happy Family" dramatic show, which has been on the air in Seattle for the past two years. The feature starts in March, and is being preceded by a series of five minute plugs, working up a contest to pick players for the cast.

Eddie Peabody, who recently signed a long term contract with Warner Bros., arrived in Los Angeles in time for his scheduled appearance on the four-hour talent parade which will go on the air today, celebrating the opening of the new KFWB studios. Two hour show will go on the air from KFWB's own new studios, and two hours more by remote from Warner's Burbank studios.

American Tobacco Co. in behalf of Roi Tan, has signed a contract with KNX, for release, Monday, Tuesday and Friday nights, of "The Old Observer", sport commentator program with occasional interviews. The program has been released locally over KFI, and starts on KNX tomorrow.

Jack Votion, former head of Paramount's talent department, recently vice-pres. of Selznick & Joyce, and before that with RKO, has been named associate in NBC's Artists' Bureau. He will work with Miss Dema Harshbarger, Artists' Bureau head.

M.P.P.A. Off-the-Air License

Following is the text of the Music Publishers Protective Ass'n off-the-air licensing agreement, which was inadvertently omitted from yesterday's issue of RADIO DAILY:

AGREEMENT of license entered into this.....day of ..... by and between JOHN G. PAINE, AGENT AND TRUSTEE, whose principal place of business is in the City of New York, State of New York, hereinafter referred to as the Agent and Trustee, party of the first part; and ..... whose principal place of business is..... hereinafter referred to as the Licensee, party of the second part;

WHEREAS, the Licensee is engaged in the business of transcribing from radio broadcasts a record from which the thought of the author may be read or from which it may be reproduced and desires to continue in the conduct of such business; and,

WHEREAS, the Agent and Trustee is agreeable to extending to the Licensee a license which will enable the Licensee to transcribe such records embodying copyrighted musical compositions controlled by the principals whom the Agent and Trustee represents;

NOW, THEREFORE, THIS AGREEMENT, WITNESSETH:

For and in consideration of the sum of $1.00 by each of the parties to the other in hand duly paid, the respective receipts whereof and hereby reciprocally acknowledged, and for the further consideration of the license and the payment set out hereinbelow, the parties hereto do covenant and agree as follows:

1. Subject to the limitations hereinafter set out the Agent and Trustee hereby gives to the Licensee the right, license, privilege and authority to make use of the copyrighted musical compositions controlled by the principals represented by the Agent and Trustee set out on Schedule "A" hereof, which said Schedule is made a part of this Agreement, in the making of recordings or transcriptions of radio broadcast programs at the time of the broadcast from which said recordings or transcriptions the work of the author may be read or reproduced.

2. No rights other than the right to make use of the musical composition in connection with the purposes of paragraph number one are intended to be conveyed by this license or are in fact conveyed by this license.

3. In consideration of the license set out in paragraphs one and two hereof, the licensee hereby agrees to pay to the Agent and Trustee the sum of ..... dollars, payable as follows: 50 per cent upon the signing of the Agreement and the balance of 50 per cent on July 1, 1937.

4. The period of this Agreement shall be from the 1st day of January, 1937, up to and including the 31st day of December of the same year.

5. The right to transcribe and/or to record the said musical compositions set out hereinabove shall be limited strictly to transcription or recording, and no right of performance nor of manufacturing nor of any other right under the copyright than that specifically hereinabove mentioned is hereby conveyed. All rights not herein specifically conveyed are reserved to the copyright proprietor of the musical composition broadcasted, transcribed or recorded.

6. The licensee agrees to furnish to the Agent and Trustee weekly reports showing the name of each musical composition recorded, and the composer where ever available.

7. In the event of any licensee having made use of any of the copyrighted musical compositions controlled by the publishers set out in the schedule hereto attached, in the making of recordings or transcriptions of radio broadcast programs, the Agent and Trustee agrees to give such Licensee a release to the extent of the license hereinabove set out for such uses made upon the consideration being paid to the Agent and Trustee of an annual sum equal to one-half of the amount shown in the schedule of rates hereinabove set out for each year of past, unlicensed uses, providing, however, that the present license is entered into as of Jan. 1, 1937.

IN WITNESS WHEREOF, the parties hereto have hereunto set their hands as of the day and year first above written.

SELLING THE STATION

. . . Merchandising * Showmanship * Exploitation

Radio-Press Co-op

A FULL-PAGE display ad, illustrating and explaining the fact that radio and the newspapers supplement each other, appeared in a recent issue of the Durham Morning Herald, Durham, N. C., on behalf of WDNC, which is affiliated with the Herald.

The ad pointed out what the station had done in the way of expanding personnel and facilities, bettering its programs and service, and otherwise making the radio an excellent medium for advertisers because of its listener-interest.

Incidentally, a 55 per cent increase in sales, including 30 per cent national advertising, is reported by the station.

Remotes from Store

During the Hudson Bay Clearance Sale which is now in progress, KDYL of Salt Lake City, has carried four remotes from the main floor of the Hudson Bay Fur Company store each day. In each remote broadcast, the KDYL announcers, in a roving reported style, interviewed customers concerning values and prices. The broadcasts are two minutes in length allowing time for two questions during each remote. This type of broadcast is supplemented by evening periods on the air with the result that his store has made an amazing success of the sale.

This is the first time that remote broadcasts have played a part in sale merchandising in Salt Lake City. KDYL announcers report that customers are happy to comply with the request that they answer a few questions on the air.

Exploit New Program

Station WMBG, Richmond, did a neat promotional job on the premier broadcast of Phillip Morris Cigarettes over the Columbia Chain, when they gathered together some 75 tobacco jobbers at the Jefferson Hotel to hear the initial program and immediately following transcribed the opinions of the Richmond Tobacconist as to their reaction to the program. The portable transcribing equipment of WMBG was used in the meeting room at the hotel. After those who voiced opinions heard their own voices played back for them, WMBG forwarded the completed records to the agency in New York handling the account.

Chicago

CHARLES GREEN, chief of Consolidated Radio Artists, spent last week in Chicago getting things lined up with newly acquired spots for orks and artists. Understood that Green plans to bring Don Bestor here in near future.

Roessler & Howard, one of the few foreign language station representatives, doing large volume of business in servicing program material to stations that are identified with exotic tongued programs.

"Won't You Be My Valentine?" was the theme song this week at NBC's Chicago studios as news spread through the organization that Marge Morin, youngest of the Morin Sisters, had announced her engagement to Bob Casey, strapping bass viol player of the King's Jesters, while Murray Forbes, recently returned to the role of Willie Fitts in the Ma Perkins cast, announced his engagement to Mildred Tatz, Chicago girl.

WLS Barn Dance, which has been a big hit in theaters, is quitting show business. Unit will continue to tour, however, for their rural fans but under regular variety of commercial radio sponsors in playing a forthcoming series of one night auditorium engagements.

Morris Jacobs, of Buzzell & Jacobs Agency, in town to personally handle extension of number of the firm's air accounts.

Betty Jaynes, sensational 16-year-old opera star, will be heard on the Barn Dance program of Feb. 20 over station WLS.

Studio stuff . . . Tommie Bartlett, WBBM announcer, flying to Boston and back over week-end to visit sister . . . Louise Fitch, actress on the Mortimer Gooch show over CBS, is being ogled by the movies scouts . . . Busy men of the nets press divisions here are Al Williamson, who presides over the NBC public relations, Frank Rand of CBS and Frank Schreiber of WGN and Mutual . . . Bill Hampton, author of "Sit Down Strike for Love" and writer of lyrics and radio material for the Kings Jesters, getting off some noteworthy cleverness.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

WHEN "I Love You from Coast to Coast".....NBC's Sunday night broadcast ran over its time at the Rainbow Room....a Texan....valentining his wife via the ether caused a Dallas cyclone ....He told the little woman where he was hey-heying....said he missed her ....then signed off....Fifteen Dallas wives burned the wires quizzing NBC as to the gent's identity!....NBC won't talk....South of the Mason-Dixon line ....Helen Arendal of Raleigh, N. C., tells the femmes where everybody's been and what they've worn in a new "Around the Town with Helen Arendal" series over WPTF....Another Raleigh gal....Hazel Nicholson waves the femme commentator banner with her original monologues.... complete with Southern accent....every Sunday afternoon.

▼ ▼

Minsky alumna Gypsy Rose Lee will do a Gladys Glad via the ether at a not-too-distant date....She'll give the more sanguine sex facts....and figures (sic)....on beauty....Gallis gleanings ....Carmel Snow, editor of Harper's, will do a trans-Atlantic whisper from Paris at 4 this afternoon....She'll talk line and color....from the sartorial point of view....Booked for flicker tests.....international songbird Hildegarde and Elizabeth Wragge....pulchritudinous ingenue of Camay's "Pepper Young's Family"....the latter for MGM ....Irene Rich of Hollywood and the Welch's grape juice program to do a food show in Cincinnati next week.... Come the first week of March Carmela Ponselle of the singing Ponselles takes the air for another 13 weeks..... "Frederika's" Helen Gleason can't make up her mind which one of three commercials to give the nod to....Scribe Fannie Hurst will discuss "The Child Labor Amendment" tomorrow over WEVD.

▼ ▼

Juvenilia....Mary Small of Maxwell House....soon to have an eleventh birthday date is May 13....complete with huge air party....will go Shirley Temple when, as and if she decides which movie company's offer to yes....Thirteen-year-old Janice Gilbert of "The O'Neills" is aired four times a day....Youngest radio ingenue is Diana Donnenwirth....three-year-old NBC songstress and drahma-babe ....Youth will also be served in a series of 13 transcriptions....sponsored by Heinz on their Baby Foods program....soon.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 2 of a Series.

WHO — Des Moines

50,000 *Watts*—1,000 *K.C.*

COL. B. J. PALMER, Pres. J. O. MALAND, V. P., Gen. Man.

ESTABLISHED in the spring of 1924, with its studios and transmitting apparatus separated only by thin walls and its antenna on the roof, WHO first hit the airlaines from the eleventh floor of the Liberty Building in Des Moines. Radio was in its pioneering stage in those days and elaborate studios were not always necessary to 'make' a radio station. WHO proved that.

In 1930, the Central Broadcasting Company, Col. B. J. Palmer, president, purchased WHO. Almost immediately it was synchronized with WOC, Davenport. The two stations began broadcasting simultaneously under the call letters WOC-WHO. In 1932, Palmer moved the station to new headquarters. This hook-up lasted till April, 1933. Then WHO's power was increased to 50,000 watts and a new transmitter was erected. The two stations were divorced. WHO remained in Des Moines and WOC reorganized in Davenport. 1934 saw WHO's new 532 foot vertical radiator antenna finished.

* * *

WHO is a basic station of the NBC-Red network. In coverage, both day and night, it is equaled by only three other stations in the United States. Operating costs amount to $2,000 a day and a staff of 175 people is required to keep the programs emanating regularly.

Last year WHO inaugurated the Corn Belt Wireless, an experimental plan for rebroadcasting radio programs during daytime hours only, without the use of telephone lines. This is a new development in commercial radio, being the first radio hook-up, including a number of stations, without the aid of connecting wires.

* * *

WHO has just added three more news broadcasts to their schedule bringing their total to nine such programs daily. They are on the air eighteen hours a day with a variety of programs that are directed at every conceivable type of listener. It has 50 times more evening power than any other station in Iowa.

☆ STATION FLASHES ☆

(Continued from Page 3)

control room. Installation of the new Western Electric 23-A control panel, plus a multitude of refinements in the audition set-up will provide KDYL perfect ease in handling any or all types of programs and auditions simultaneous from the studios, transcription equipment or remotes. Installation work is being supervised by John M. Baldwin, KDYL Chief Engineer.

WICC, Bridgeport, Conn., starts a weekly spelling bee Feb. 22 at 7:30 P.M. George A. Partridge, formerly of WOR, will be the emcee. Harold Morriss' Norwalk Children's Ensemble is back on WICC for a series of Saturday morning broadcasts.

Alan Trench, WWSW announcer, started a new program, piped three times weekly and sponsored by Gimbel's, Pittsburgh department store. The show is labeled "For Men Only" and includes chatter on sports and men's fashions.

Robert Short, former WCAE announcer, joined the Pittsburgh Playhouse here. Ray Schneider, WWSW announcer, left for Fort Sill, Okla., on a two-month stay.

KMBC's newscaster, Earl Smith, is adding a 6:20 A.M. and a 6:00 P.M. newscast to be sponsored by the Penn Tobacco Co. These are in addition to his regular Tom Moore cigar news broadcasts.

The Acme Beauty Shop here is sponsoring a new commercial over WWSW. The program is known as "Lovely Lady" and is piped for 15 minutes each Monday, Wednesday and Friday.

Chavez to Conduct

Carlos Chavez, Mexican composer and conductor, has been selected to direct the second and last international concert of the N. Y. Philharmonic Orchestra Feb. 21. Program will be heard from 3 to 5 P.M. over CBS and the Canadian Broadcasting Co.

Mexico to Plug

Mexican Government Tourist Bureau plans an extensive advertising campaign, using radio, newspapers and magazines. De Garmo Corp. is the advertising agency.

Thurman Promoted

Charles H. Thurman has been elevated to managership of the guest relations department of the National Broadcasting Company.

MUSIC

GLEN GRAY will wave the baton instead of tooting the sax with his Casa Loma Orchestra on March 10 for the first time.

Happy Felton and Ork will succeed Emerson Gill at the Arcadia in Philly. Effective Feb. 18,—to continue for a week until the scheduled arrival of Ted Lewis. WFIL Mutual wire.

Al Kavelin and his band depart from the Blackstone to do a two weeks tour of college dances. Then to the Cosmopolitan Hotel in Denver.

The Top Hatters, KYW Philadelphia studio band, with maestro Jan Savitt, will go collegiate when they do the Princeton Junior Prom, Feb. 19.

Tommy Dorsey and his lads return to the air Feb. 19 via WABC, from the Commodore, 12:30 to 1:00 a. m.

Ray Sinatra, one-time arranger for Jacques Renard, celebrates his third year on the air Feb. 26.

Kay Kyser will replace Ted Weems at the Chicago Trianon Feb. 17.

Horace Heidt and Ork celebrate their second anniversary on the CBS Alemite program Feb. 22 with a special broadcast.

Joe Capraro and his orchestra, back in New Orleans from Hot Springs, Ark., where they thought they had a life job till the reform wave closed up the night club and gambling casino where they worked, will take the air from WDSU shortly. Harold Jordy's cocktail combination at the Rose Room in N. O. is etherizing daily now.

Harold Levy and novelty band take the air on the new NBC "It's a Woman's World," Tuesdays and Thursdays over WEAF. Effective Feb. 16.

Emery Deutsch, now swanking it at the "Rainbow Room," is looking for a gal vocalist.

Republic Radio Bankrupt

Newark, N. J.—Republic Radio Manufacturing Corp., of 255 Grant St., East Newark, is in the hands of a receiver. Andrew J. Markey was appointed by Vice Chancellor Stein in N. J. Court of Chancery, on application of a creditor, Samuel T. Boublis, and with the consent of the company, which admitted insolvency. The court directed that creditors and stockholders show cause Feb. 16 why the receiver should not be continued.

New Accounts

NBC

J. W. MARROW CO., Chicago—(Mar-O-Oil shampoo) thru Baggaley, Horton & Hoyt Inc., Chicago, renews Henry Busse's orchestra for 8 weeks on 21 NBC-Red stations, Wednesdays, 4-4:15 p. m., effective March 17.

MBS

LIBBY, McNEILL & LIBBY, Chicago—(Meat packers) thru J. Walter Thompson Co., starts "We Are Four' on 2 MBS (WGN, WLW) stations, Mondays thru Fridays, 12:45-1 p. m., on March 1.

AGENCIES

BENNETT LARSON, production man for Ruthrauff & Ryan, is visiting his mother in Salt Lake City, Utah. Larson goes to Hollywood to handle Gillette show.

EARNSHAW RADIO PRODUCTIONS of Hollywood have opened New York offices at 116 Broad Street. Charles Michelson is in charge.

WALKER EVERETT, formerly with Chicago Tribune, has joined the Chicago office of Roche, Williams & Cunningham, Inc. Everett to handle publicity for agency.

HAL PEARCE, head of Pearce-Knowles, radio advertising agency, with headquarters in the White-Henry-Stuart Building, Seattle, was recently named Pacific Northwest and Alaskan representative of Standard Radio, Inc.

FRANK PRESBY ADVERTISING AGENCY is negotiating with NBC for network periods for Ralph Kirbery, Dream Singer, who celebrated the beginning of his second year with his sponsor, Thomas J. Lipton, Inc., this month by signing a new contract which becomes effective Feb. 17. Until the chain stations are cleared, Kirbery will be heard over WEAF, New York, on Monday, Wednesday and Friday afternoons from 12:30 to 12:45 p. m., EST. The NBC Dream Singer has been a popular network artist for seven years. Al and Lee Reiser, two piano team, and Alois Havrilla, announcer, are heard with Kirbery on his current programs.

J. WALTER THOMPSON announces that the Kraft-Phenix Cheese Co. advertising budget for 1937 will be increased. In addition to the hour radio program on Thursday nights, newspapers will be used.

Chatter

BILL SACHS, associate editor of The Billboard, amusement weekly, made his radio debut last week over WLW, Cincinnati, on the "Men Only" program. Edwin C. Hill, Floyd Gibbons, et al., take notice.

Allen Prescott, NBC-CBS "Wife-saver" tendered a luncheon (Thursday) to all the members of his shows on CBS and NBC. The luncheon, held at the Edison Green Room, was Prescott's way of thanking his co-workers for their cooperation and to celebrate the fact that the latest Crosley rating shows "Wifesaver" on a par with Dr. Allan Dafoe. Surprise of the afternoon was the appearance of the President of Sweetheart Soap, sponsor of the "Wifesaver" shows, who used the occasion to meet the boys who help put his program on the air.

Ed Ingle, press agent, has been offered the presidency of a Southern college. Ingle, former NBC press department man and now handling several accounts of his own, was a college professor before turning to publicity. P. A. appears to be highly flattered and makes no bones about it. There is a remote possibility of his accepting the offer.

Tom Murray, newly added to the announcer staff at WDNC, Durham, N. C., is a recent graduate of Duke University.

Irving Mills has signed personal contracts with Bert Gordon, the mad Russian of the Eddie Cantor program, and Judge Hugo Straight, both set for two and a half years on the Gillette air show. Eileen Barton, the 10-year-old "Jolly Gillette" of the same program, also has a personal contract with Mills. Milton Berle is the star of the show.

Richard Morenus and Nan Dorland of New York, and George H. Engelter, Des Moines, have joined the commercial staff at WIRE, Indianapolis. Morenus will be sales manager, Miss Dorland will have charge of women's activities at the station and Engelter will take charge of commercial sales and traffic.

Jack Stephens, sports announcer of WMAS, Springfield, is substituting for Joe Ripley, WTIC announcer injured in a motor accident and recuperating at the Traveler's sanitarium at West Suffield.

Russell C. Shailer has been appointed to the WDRC (Hartford) staff as assistant commercial manager under William F. Malo. Shailer has been selling in Providence for the past 14 years. Gilbert Bayek and Robert Provan, both WDRC announcers, turned to personal announcements this week—both are engaged to be married.

Russ Davis, late of XERA in Del Rio, is back again with KWTO-KGBX in Springfield, Mo. Russ is handling many of his former programs with these stations, where he had served before going to XERA four months ago.

Thomas Reid, after a month's announcing at KWTO-KGBX, has gone to KSD in St. Louis. During his brief stay in Springfield, Reid became one of the most popular newscasters ever featured on those stations.

Lee Frank returns to the WFIL, Philadelphia, this week, after an absence of more than a half year, to resume her dramatic criticizing. In addition to her legit panning and hussahing, Miss Frank will present dramatic and vocal groups of the tyro and semi-pro genus.

Short Waves

FIRST of the regular series of network programs emanating from Hawaii under the title of "Hawaii Serenades" will be heard Saturday from 9 to 9:30 p.m. via the Mutual system from KGMB, Honolulu and through Don Lee's KFRC, San Francisco.

CBS in New York and BBS in London will broadcast a debate by Columbia and Oxford universities on the topic of government control over armament manufactures on April 17.

Paramount Pictures will continue to use short wave radio on productions requiring remote control of units on land or sea locations. The FCC has granted the company a permanent license for a mobile unit.

Harvard will start regular broadcasting of classroom lectures via short waves tomorrow at 4:30 p. m. via WIXAL.

The Australian Postmaster General's department announces plans for a second short-wave broadcasting station to transmit national programs to outlying country districts.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 7 NEW YORK, WEDNESDAY, FEBRUARY 17, 1937 FIVE CENTS

W. N. R. C. Awards On March 31

Best Radio Selections to be Announced at Luncheon in Hotel St. Regis —Deal With Research Org.

Women's National Radio Committee, representing a host of affiliated women's organizations with a total membership running in the millions, will make known its annual awards on radio programs March 31 at a luncheon in the Hotel St. Regis. Mrs. William H. Corwith, radio chairman of the American Legion Auxiliary, has been made general chairman of the awards committee, and for the first time official recognition will be given the variety show.

Changes this year, as compared to last year, will find a straight award for the best radio program instead of the best commercial radio program,

(Continued on Page 8)

NBC PLANNING TO BUILD NEW STATION FACILITIES

WENR, NBC's 50,000-watt station in Chicago, has filed application with the FCC for permission to erect a new 400 foot vertical antenna. The new radiator will replace the present "T" type antenna which is located at Downer's Grove, Ill. Three other NBC affiliates also have plans for the construction of new vertical antennas which will be in operation before the close of the year. KOIL, Omaha, will shortly award a contract for the construction of a 300 foot radiator which it is planned will be in operation by Spring. WDAF, the Kansas

(Continued on Page 3)

J. B. Ford Programs Going Over CBS Chain

J. B. Ford & Son of Wyandotte, Mich., makers of Wyandotte Cleanser, inaugurate a new series of programs over WABC-CBS and a split network March 2. Program will originate in New York and will be heard every Tuesday, Thursday and Saturday from 2 to 2:15 p.m. Talent not set as yet. N. W. Ayer & Son is the agency.

New Device Will Enable Audience to "Talk Back"

A. M. Acheson, associate of Dr. Nevil Monroe Hopkins, inventor of a new radio audience tabulator, called radiovoter, announces that latest perfections in the device will enable the tunner-inner to "talk back" by sending an electric signal, signifying approval or disapproval of the programs, or recording a yes-or-no vote on questions of public interest.

The inventor is negotiating, through National Electric Ballots, Inc., with

(Continued on Page 3)

Fund Show, $61,000

Net receipts of last week's mammoth benefit show put on at the Radio City Music Hall in behalf of the Red Cross flood fund were $61,000. Of this amount, $30,000 was paid by William Wrigley, Jr., as sponsor of the radio broadcast, which went over all the networks, while $31,000 came from the sale of tickets at the theater.

WHAS OF LOUISVILLE BACK IN FULL SERVICE

"Louisville Marches On" is the title of a CBS program that will be keyed from CBS today, 3:30-4 p. m. via WHAS, Louisville. Program will mark the formal return of WHAS to the air after the flood. William Stoll, president of the Louisville Board of Trade will introduce the principal speaker, Ambassador Robert W. Bingham, owner of the Louisville Courier-Journal and Times, and WHAS.

Detective Mysteries On NBC from the Coast

Gallenkamp Stores Co., San Francisco (shoes), will begin a series of mystery programs taken from True Detective Mysteries Magazine, on March 5 over a split NBC-Red Pacific stations (KGO, KECA, KFBK, KERN, KWG, KMJ), Fridays, 7-7:30 p. m. (PST). Contract is signed for 52 weeks through Long Advertising Service, San Francisco.

ARBITRATION PLAN SEEN ON MUSICIAN-DISK BAN

Chicago—Majority of key stations throughout the country are understood to have signified their intention of stringing along with James C. Petrillo, head of the musicians' union here, in whatever decisive arbitration he can work out in connection with the control of disk recording by musicians, RADIO DAILY learns.

Petrillo is said to be trying for a royalty deal from the record makers, with receipts to be used as a general

(Continued on Page 8)

Hibbard Ayer Merges With Sears Company

Hibbard Ayer, New York, and The Sears Co., Chicago, station representatives, have merged. The new firm will be conducted under the name Sears & Ayer. Under the old set-up the Ayer firm had no Chicago office and the Sears Co. no New York office. The merger alleviates this condition. Burt Sears will continue to run the Chicago with Mr. Ayer remaining in New York. No personnel changes will be made it was announced.

STUDIO AUDIENCES OUT FOR NELSON EDDY SHOWS

When Nelson Eddy does his airings from New York shortly, the studio will be closed to audiences. Reason given is that attendance at the broadcasts hurts attendance at his concerts.

One-Hour Drama Series Starting on NBC Sunday

"Thorns in Omar's Garden" has been selected as the first of a new series of one-hour dramas to be presented by NBC over the Blue network on Sundays from 8 to 9 p. m. Frank Black will conduct the musical score, with Philip Merivale heading a cast that includes Irene Hubbard, Gladys Hurlbut, Rosemary Decamp, Ned Wever and others. First show will be aired Sunday, February 21.

Big Delegation is Gathering For Hearing on Dickstein Bill

Washington Bureau of THE RADIO DAILY

Washington—A large delegation of representatives from the radio and film fields began gathering here last night to present testimony today before the House Immigration Committee holding hearings on the Dickstein alien actors bill.

Dr. Walter Damrosch and Ira Hirshman are among those who will speak for the radio field, while J.

(Continued on Page 3)

19 Accounts Are Signed By Station KFEL, Denver

KFEL, Denver, on both Mutual and NBC networks, has inaugurated special trade news releases. Outlet has signed nineteen local and network accounts the past few weeks, the NBC web programs including the two RCA one-hour programs,

(Continued on Page 3)

First Quote

Though born only last week, RADIO DAILY already is being quoted by other publications.

First instance coming to note occurred in The Cleveland Plain Dealer, in which Robert S. Stephan, radio editor, commented on RADIO DAILY'S interview with William Paley, who said there would be no radio-film war.

Static Mystery

Batavia, N. Y.—Radio dealers here are trying to find out the reason why 2,500 receiving sets in city have suddenly been rendered useless.

Static becomes noticeable half a mile from the city.

The Niagara, Lockport and Ontario Power Co. has special details out testing and repairing all wires in the vicinity.

RADIO DAILY

Vol. 1, No. 7 Wed., Feb. 17, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; six months, $3; three months, $2; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

Jack Pearl Program Shifting to Fridays

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), will shift the Jack Pearl show to the Friday, 10-10:30 p. m. spot on March 19. Program is now heard Mondays, 9:30-10 p. m. on the NBC-Blue network. Program will continue on the Blue in its new spot but there is a possibility that there will be changes in the list of stations now carrying the live network show and the RCA-Victor transcriptions. Reason for change in time was a result of several contributing factors, namely, the coming of daylight saving, the Lux Radio Theater on CBS, as opposition to the Monday night show, new time period hits the West Coast at a better time, and the Friday opposition—Philadelphia orchestra on CBS and "First Nighter" on NBC-Red is more diversified. Last program in present spot will be heard March 8. Batten, Barton, Durstine & Osborn, Inc., New York, has the account.

FINANCIAL

(Tuesday, Feb. 16)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180¾	180¼	180¼	— 1½
Crosley Radio	26½	26	26⅜	+ ⅛
Gen. Electric	61⅛	60¼	60¾	+ ⅜
North American	31	30⅜	30¾	+ ¼
RCA Common	11¾	11½	11½	— ⅛
RCA 1st Preferred	77¾	77¼	77¼	— ½
RCA $5 Preferred B.	(102 Bid)			
Stewart Warner	19⅞	19½	19½	— ⅜
Zenith Radio	39⅛	36½	39	+ 2⅛

NEW YORK CURB MARKET

Hazeltine Corp.	18	17¾	18	— ¼
Majestic R. & T.	4¼	4¼	4¼	.....
Nat. Union Radio	3⅞	3½	3½	.....

OVER THE COUNTER

CBS A	49½	51
CBS B	49	51
Stromberg Carlson	19½	20½

In the Last Analysis

By ALLEN PRESCOTT ("Wifesaver")

"Are You Selling In December As You Were In May" should be the theme and title for any Radio program.

Let 'em laugh themselves sick at your highest priced comedian. Let 'em drip with a healthy dew of grateful tears as they listen to your expensive music. Still, if they don't buy, the sponsor will be too sick to laugh and he can deliver a rainstorm of tears at a moment's notice.

Contests? Go ahead and have a couple of contests. This will bring in a lot of mail. But never mind the mail. The trick is to try and balance the gross against the net receipts and unless Mr. and Mrs. America buy and buy, your sponsor will have to say "bye, bye" to his air activities.

What's all this talk about goodwill? I hope it's resting in the grave next to that speech about art in Radio. You know, Arty doesn't work here any more and good will (good old will) at a million bucks a year, isn't that good.

In other words, Kiddies, Radio is making forward strides, and it will, too, as long as it remain on the funny, not the phoney side. Furthermore, there'll be no bitter end as long as you leave the sponsor something to remember you by. In the cash box, I mean.

Radio-Television School Incorporated in Kans. City

Kansas City — Television Institute of America has been incorporated here to operate a television and radio school. G. L. Taylor who recently resigned as vice-president and head of the Training Division of First National Television, Inc., is president of the new organization. Directors include also Arthur B. Church, J. Leslie Fox, J. B. Woodbury and Wilfred Wimmell.

WBNX Flood Fund Show Is Bought by Piser & Co.

Piser & Co. has bought the Red Cross flood relief fund show to be put on by Dick Gilbert, chairman of the Broadway Flood Relief Committee, at the Consolidated Forum Theater, the Bronx, Friday midnight. Show will be broadcast over WBNX. Vaughn De Leath, Bob Hope, Rose Marie, Mitzi Green, Harry Hershfield, Billy Glason, Ben Nelson's orchestra, and others will appear.

Fire at WJBJ

New Orleans — Fire which destroyed the transformer of WJBJ forced the station off the air and will probably keep it off for the next two weeks. Meanwhile the station has transferred its commercial contracts to WBNO for broadcasting until the new transformer it set up. Southern Broadcasting Co. is the lessor and operator of the station. C. C. Carlston is owner.

Jolson Program Revised

Al Jolson's dramatization of "Sonny Boy" brought so favorable a reaction that the series has been revised to feature one of his song-dramas each week, on Tuesday at 8:30 p. m. over the WABC-CBS network.

Films Sign Lundigan

Syracuse, N. Y.—William Lundigan, senior announcer at WFBL here for the past four years, has been given a one-year contract by Universal Pictures. He leaves March 5 for Hollywood.

Radio Folk Will Assist Warm Springs Foundation

The Greater N. Y. Committee Warm Springs Foundation charity event to be held at the Polo Grounds Saturday, Sunday and Monday, with matinee and evening performances, has enlisted the support of Radio Row. Many artists have come forward to lend a helping hand to Gov. Lehman and Mayor La Guardia, who are trying to raise funds for the building of two free Therapeutic Pools for city hospitals to aid crippled children.

Monte Proser, local press agent, is executive director, with George Lottman and Irving Lehrer, public relations counsels, doing the press work.

Kate Smith, Harry Sosnick, George Hall, Dolly Dawn, Phil Spitalny, Mary Small and many others will entertain at the International Winter Sport Carnival. Arrangements are being made to broadcast the event. "Winter Carnival March," written by Sosnick, will open the proceedings officially.

Billy Glason Series

Billy Glason, for years a vaude headliner, will head a new series titled Billy Glason's Funfest to be broadcast over WMCA every Sunday from 6 to 6:30 p. m. In addition to Glason as m.c., the program will include Jerry Baker, tenor; Lorraine Barnett, contralto; Dick Porter, rhythm singer; Carl Fenton and his orchestra, and Howard Doyle, announcer and straight man.

WDSU Plans Expansion

New Orleans—WDSU has field application with the Federal Communications Commission to erect a new station, 250 watts on 1500 kilocycles, to handle added commercials. Station's time is rather crowded and the new unit would take off added business for the city and vicinity.

McLaughlin Joins Bureau

John McLaughlin has resigned from the Sam Fox Co. to join Phillip Ponce, Inc., radio artist bureau.

COMING and GOING

JOE ISREALS II, member of Publicity Associates, leaves on the 25th for a six-week vacation to British Guiana.

TED HUSING in Florida for a vacation.

MRS. B. A. ROLFE sails this evening on the Aquitania for a 40-day South American cruise.

CHARLES L. HOGAN, president of the Lone Star Cement Co. and L. E. BLOCK, president of the Inland Steel Corporation will also sail for this cruise.

RAY HEATHERTON left yesterday for a short vacation in the Poconos. Will return in time for his Mutual airing and starts rehearsal in the Rodgers & Hart show, "Babes in Arms", in which he'll be spotted opposite Mitzi Green.

DAVE LIPTON is off for Chicago this afternoon. Will be gone a week.

ED GILLIS of CBS Washington press bureau is in town for a few days.

JIMMY SHOUSE, station manager of KMOX, leaves for St. Louis today.

JACK VAN CRONKHITE, heading WBBM's news program department, is in New York for awhile. Return to Windy City indefinite.

JOHNNY JOHNSTONE returns from Washington today, among other things having attended to details of MBS airing of the Jim Farley dinner.

BOB BRODER is back at his desk from two-week trip to the Coast.

DOROTHY KAY has returned from Cuba and is resuming her work at the Biow agency.

FRED SCHANG of Columbia Concert Bureau gets back today from Washington.

LOWELL THOMAS will be a speaker at the Penn. A. C. weekly lunch in Philadelphia tomorrow.

A. W. ROBERTSON, chairman of Westinghouse Electrical & Manufacturing Co., will be guest speaker with the Philadelphia Orchestra program at Philadelphia on Friday night over the CBS network.

For

Electrical Lighting Equipment of Any Kind

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

244-5 W. 45th St. Tel.
New York

BIG DELEGATION FOR DICKSTEIN BILL HEARING

(Continued from Page 1)

Robert Rubin of M-G-M, Joseph Seidelman of Columbia Pictures, Charles C. Pettijohn of the Hays Office, and President Ed Kuykendall of the M.P.T.O.A. will represent the movie people.

Hearings are to begin at 10 a. m. in the old House office building.

New Device Will Enable Audience to "Talk Back"

(Continued from Page 1)

manufacturers for the installation of the device on new sets now in construction. Acheson stated that the price of the gadget is so small that it could be installed on new sets without effecting the retail price appreciably.

The present apparatus is on outgrowth of several years' work by Dr. Hopkins. In 1934 he carried out some practical, but comparatively crude experiments with the aid of station WOR and the Public Service Corp. of New Jersey.

19 Accounts Are Signed By Station KFEL, Denver

(Continued from Page 1)

Ford Motors half-hour with Rex Chandler orchestra and the Standard Brands show with Ripley. From Mutual, the station is getting Father Coughlin, "Morning Matinee," Murine, Martin Bros. (coffee) and Lutheran Hour.

Air Song to be Published

"Melody Treasure Hunt," on the Mutual Broadcasting System, has brought to light another tune which is to be published. E. B. Marks is taking over "You're Precious," by Bert Pellish and Nat Brusiloff. Song was first heard on the program two weeks ago, and sung by Larry Taylor. Makes the fifth tune originally played on the program to be published.

Satterday Joins WOR

E. E. Scatterday has joined the engineering staff of station WOR. Scatterday for five years was with WCAE, Pittsburgh, also a similar length of time with the American Telephone & Telegraph Co., in that city. Also was with WFIL, Philadelphia.



February 17
Greetings from Radio Daily
to
James F. Hanley
John McLaughlin



● ● ● **"You Can't Take It With You", George Kaufman's Broadway success, will be aired on the Kate Smith hour a week from tomorrow.... Major Russell, famed crime detector, will be featured on this week's Phillip Morris show....Jerry Cooper down with the grippe after Monday's coast-to-coaster....Ben Gross, radio editor of the Daily News, in a plaster cast from his neck to his feet, after bathtub mishap....Fractured his arm and his shoulder in three places....Ed Reynolds, CBS copywriter, back at his desk after a five-week illness....So is Peggy Stone of the station relations office, after a grippe siege.**

● ● ● *Many changes planned at CBS....A battery of sound experts leave for the west coast to establish an effect dept. there....Also, producers will be called into the picture to stage shows....A vice-prexy will go west to handle details of these operations....Gilbert and Sullivan's "Patience" will be aired Sunday via CBS. Howard Barlow's band will be along....Next Monday's Jack Pearl etherizing, will feature the biggest lies yet conceived by the Baron....All because it's the birthday of Washington....Les Quailey, formerly with Ted Husing as ass't., and now with N. W. Ayer as contact man, in N. Y. for a few hours between cities.*

● ● ● **Union trouble is said to be the reason for the closing of Harold Stern's Merry-Go-Round in Brooklyn last week....Ed Herlihy is off the announcing job for Grossman's....Arnold Johnson goes to his Connecticut farm today to look over his turkey mob. Is bringing them to the incubators....Ward's program of "Scoop" Ward, will begin coming through in serial form shortly, instead of its present form of complete dramatizations....Billy K. Wells is grooming Frank Gaby in a new air technique....Gaby does a Vallee shot....James Melton returns to Sealtest Saturday Night Party....This is the first time a repeat took place on this show....John Gordon, Ruthrauff & Ryan radio production man, married Nan Goldsmith last week.**

● ● ● *Details in connection with the Pro-Ker (hair tonic) series of recordings, which the Biow agency will place, have not been fully completed....though the show will deal with exposing fraud rackets, the Better Business Bureau will not be affiliated....number of outlets, scripting and the recording firm are also to be determined....Buddy Cantor, WMCA pix reviewer, returns to that web next week....Arthur Cass of Cass-Tohrner will air the musical "Cross Word Puzzle" via a major net soon. It will be a thirty minute show....Ben Lipset has been made casting director for Pathescope, recording for screen slides company....Frank Black will air his new composition dedicated to Omar Khayyam this Sunday via NBC....Alan Kent, NBC announcer, back from a vaude date in Camden....Connie Gates will get a two-year contract with Educational filling in for Niela Goodelle, who goes west....Casa Loma crew goes to the Cocoanut Grove in Los Angeles on March 9.*

● ● ● **A song plugger wanted Dick Himber to hear a song, so a record was run off for him. He didn't like the tune—but thought the singer swell. He inquired and learned that she had sung on a small station out of town. Her name was Gibson. He sent for her, had her on his Studebaker show Monday....She clicked and will be billed as the "Gibson Girl" hereafter....'**

NBC PLANNING TO BUILD NEW STATION FACILITIES

(Continued from Page 1)

City Star station, has a 425 foot vertical antenna under construction with March 15 set as a completion date. In Detroit, WXYZ, is constructing its antenna on top of the Maccabee Bldg. The tower will be 474 feet above the street and 283 feet above the building. Antenna will be completed and in operation sometime next month. The vertical type of radiator reduces fading and gives an equivalent increase in power.

Healey, Dunham to Cover New Orleans Convention

Francis Healey, NBC press department, and Franklin Dunham, NBC educational director, left for New Orleans last night to cover the annual convention of the Department of Superintendence, a division of the National Education Association, which will be held from Feb. 17-25. Helen Johnson, CBS director of the American School of the Air, is already in New Orleans with Edward Murrow, CBS director of talks, scheduled to leave town tomorrow. Miss Judith Waller, NBC Chicago educational director, will also attend the conclave.

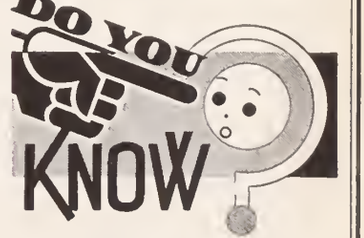
Both NBC and CBS will have several programs emanate from the convention site. RCA and NBC has a joint exhibition set-up meeting place.

WOR Sells Sunday Show

WOR has sold a new Sunday ayem show to Levitt & Sons, Long Island real estate company. Program will start next Sunday 11-11:15 a. m., with Bert Roggen, baritone and John Mundy's orchestra. Show to be billed as "Morning Serenade."

Dorsey vs. Dorsey

MBS network is playing both Dorsey brothers on its Coast to Coast sustainings. Jimmy is heard from Culver City night spot and Tommy from the Commodore Hotel. Later this week they will be on within 15 minutes of each other.



The Netherland Indies tax on radio sets vary according to their number. Current yearly tax is $9.60 paid by an estimated 30,000 regular tuner-inners. Past year cost 18,000 listeners $12 apiece, while in 1934 listeners paid $14.40 to tune in to their favorite station.

Los Angeles

LEO BOWEN, CBS technical chief, has put a big staff on the rush job of remodeling and perfecting acoustics in the Studio Playhouse, just acquired by CBS as an exclusive broadcast theater.

Marion Claire, operatic soprano whose good looks won her five movie contract offers within 24 hours after her first Hollywood radio appearance on the Bing Crosby show last week, made such a hit on the air that Crosby has signed her to repeat as guest star on tomorrow's show.

Oscar and Elmer, radio team which has been doing the P.D.Q. program for KFWB, left last week for a Utah location to start their first movie venture, a Republic picture.

Two stations at the extreme ends of the six-station California Radio System are starting an inter-station song contest, with the crack song writers of KEHE, Los Angeles and KFBK, Sacramento, "making them up as they go along." The stunt is to give extra listener interest, and breaks into two sponsored programs, the "Listen Ladies" in Sacramento and the "Midday Merrygoround", Los Angeles.

California Radio System has signed John Wald, from KTSP, St. Paul, and Charles Benson, from KHJ, Los Angeles, to start a new three-times-a-day news broadcast in which Wald will read headlines, Benson give the news. Program will originate in KEHE, go out over all six stations of the chain.

Plans for the contempated WEAF-NBC network show employing Paramount players and writers have been completed. Half-hour program starts next month and will be on the air at 12 o'clock noon, New York time. Borris Morros, Paramount musical director, is organizing a 30-piece orchestra for the program, which will be under his direction.

Remington-Rand has signed for half hour, three nights a week, on KFAC, to conduct a typing class by air.

Frederick Stark conducts an all string orchestra in a new half hour sustaining program to go out from KHJ over the Don Lee network, starting at 7:15 PST, Sunday nights, and bumping into the competition for 15 minutes each on the Cantor and Benny shows.

Magnolia Lane, a homey family life serial, has begun on a 15-minute, three times a week schedule on KGFJ, with Joe Parker producing, Judith Whitney writing the script.

W. J. Sloan Co., high hat home furnishings, tried radio out with a series of spot plugs, liked it, and has signed for its first series of regular programs to go over KFAC, 15 minutes daily.

KABG, Southern California's first mobile unit for broadcasting, goes in service Friday when KGFJ, broadcasts the Annual Midwinter Yacht Regatta. Ben McGlashen, owner of KGFJ, is a yachting fan and has broadcast previous events from his yacht.

Paul Whiteman's movie double, Bud Averill, has bought time and will do his own singing in a half-hour nightly program to go out on KFVD, to plug Averill's Cafe.

ONE MINUTE INTERVIEW

MORTON DOWNEY

"Mark my word, radio will eventually have a refinement that will make everyone happy—shorter announcements about everything, commercials, songs, etc. This will mean a new and faster pace for all entertainment. When the day comes, tribute should be paid and declare it 'Radio's Judgment Day.'"

Chatter

VERNON CRAWFORD has resigned as an announcer at WMAS, Springfield, Mass., to become an anouncer at WPRO, Providence. Aidan Fitzpatrick of station WNAC in Boston went to Springfield.

Peter Krug has been appointed business manager of Station WNBX, Springfield, Vt. Al Parker has been named program manager.

C. O. Langlois, president of Langlois and Wentworth, dropped business for a few hours recently and took a flyer at Tin Pan Alley. Result: His new fox trot, based on the old nursery rhythm, "Peter Peter Pumpkin Eater," and titled "Pumpkin Eater Blues" will soon be released. The swing tune has already been recorded by Bert Hirsch, and has been sent to all radio stations using Lang Worth planned program service.

John Holbrook, diction award winner, who announces all Langlois and Wentworth recorded programs, and whose voice is heard on many movie shorts, drops his announcing duties this week to play the role of a newspaper photographer in "Front Page Drama." His medal winning diction has finally won him the chance to portray a character who answers "Yep" to every question.

Charles Pooler, an ex-UP man, is doing the 1-9 a. m. stint in the CBS publicity department. This is an innovation recently introduced by John G. Gude, CBS publicity director.

Nelson Eddy, who is resting at the Congress Hotel, Chicago, will resume his coast-to-coast concert tour in a few days. He also will be back on the air Sunday after missing a broadcast.

Kenneth Kesterson, operator of the Radio Service & Supply Co., Pine Bluff, Ark., has moved his business from 109 Main to 613 Main.

Jack Hollister, sports announcer for KDKA, Pittsburgh, was named publicity director for Cleveland's Great Lake Exposition in the Smoky area..

WTIC, Hartford, has received an extension to Aug. 1 from the FCC, of its special permission to operate simultaneously with KRLD, Dallas, on the 1040 kilocycle band.

A recent change at WSPR, Springfield, Mass., is the addition of Lee Authier and "The WSPR Orchestra" to replace the Colonial Network Feature, "The Cosmopolitans." WSPR has changed its policy to signing off at 6:30 p. m. instead of six. Network programs take the extra half hour.

Edith Jolson, WICC, Bridgeport, singer, is vacationing in Miami and Havana. Marion McDermott and Robert Lemon are both back with the station after illness.

General Baking Renews

General Baking Co. New York (Bond bread) has renewed its WBS transcription series entitled "Terry & Ted" which is running on WJSV, Washington. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Rash on Housing Series

Bryson Rash, actor and announcer, will be commentator on the new weekly 15-minute series, "Your Home and Mine," starting Saturday at 10 a. m. from WJSV, Washington, and broadcast over the WABC-CBS network. The programs are being presented in cooperation with the Federal Housing Administration.

Substitutes for Dr. Dafoe

Dr. Roy Allen Dafoe, confined to the Toronto General hospital with influenza, has turned his Lysol broadcasts over to R. Gordon Moffatt, his secretary. Dr. Dafoe had already prepared a number of scripts in advance and these will be read by Moffatt from Callender, Ontario.

Radio Execs in New York

Radio executives in New York yesterday included Tom C. Gooch and John W. Runyon of KRLD; Edward E. Hill, WORC; J. Thomas Lyons, WCAO. Franklin M. Dolittle, WDRC, is expected in town today.

The DIAL

STEPIN FETCHIT, the colored movie comic, and Benny Leonard, former lightweight champion, will be on Joe Cook's Shell Show this Saturday at 9:30 p. m. over the NBC red network. Susanne Fisher, Met. opera singer, and the Cabin Kids also are to be on the bill.

Mrs. Rhoda Sue Garrett has started a new cooking school over KFXR, Oklahoma City, 9:15 to 9:30 a. m. with practicable kitchen demonstrations at Moody's Appliance Shop, on North Broadway, 2 to 4 p. m.

WICC presents the 90-piece Bridgeport Symphony Orchestra on Wednesdays at 2:15 and Thursday evenings at 8:30, with conductor Frank Foti commenting.

One of the vocalists on the last Major Bowes amateur bills called herself a "leaning soprano." Said she leans to the dramatic.

WTIC's oldest program, weekly talks arranged by the Hartford Medical and Tuberculosis societies, is celebrating its thirteenth anniversary.

Two-piano team of Dave Mann and Gene Irwin at WFIL, Philadelphia, make their bow over the Mutual net today for a twice weekly series.

New Haven Plectral Symphony Orchestra, heretofore heard only during the holiday season, started a regular schedule yesterday at WELI, New Haven.

Under the auspices of the Department of Health, and with Dr. Joseph I. Linde, City Health head directing, the New Haven studios, of WICC will broadcast a weekly health program by various leading authorities on Friday evenings at 6:45, beginning Feb. 19.

WBRY, New Haven, lists a new program of movie gossip from the U.P. service in movieland, beginning today at 11:15 a. m., and continuing Tuesdays and Thursdays. "Your Movie Reporter" is in charge.

Beatrice Wuesterfield's program "True Tales for Children" on WICC, New Haven, has been switched from Friday to Thursday at 2:15. Mrs. Wuesterfield, who is the wife of the Yale Professor of Economics, is assisted by her 8-year-old son.

Griffen to Minneapolis

Lloyd Griffen, announcer, is leaving the Chicago CBS studios to take a job in Minneapolis.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

THE National Association of Merchant Tailors.....whose choice of Beau Brummels filters over the NBC-Red network, Thursday....ought to be sending posies to Helen Guggenheim.....NBC publicity gal....who's behind it all.... Fanny May Baldridge and Janet Lane of "Five Star Revue" will do a femme Amos 'n' Andy....just as soon as the Roger White office readies the show.... Mary Astor will talk to Elza Schallert on her Feb. 19 NBC broadcast....Nash Speed Show Feb. 20 will welcome the Met's Helen Jepson and Buck & Bubbles as guests....Belle Bart, who tells by the stars over the WOR-Mutual, could practice law....if she liked.

▼ ▼

Margot Sloane.....who premiered Monday in a program called "Moments with Margot" over WNEW....goes commercial next week....With several sponsors....Says she's a saleswoman but will sing....play the piano....and deliver commercials....Beauteous Estelle Taylor of flickers and the air to do an interview with Jeff Sparks on Sunday.... Ramona will guest star it on the "Nine O'clock Revue" Feb. 21. The Mannequin School....presided over by Marianna Smillie.....awarded a gold plaque to Frances Langford....radio warbler.... For having the best figure in show business....Miss Smillie talks today over WINS on "The Career Woman and The Servant Problem"....Awards of Merit went to Marlene Dietrich, Kitty Carlisle, Eleanor Holm Jarrett, Gertrude Niesen, Lily Pons, Myrna Loy, Gracie Allen, Marion Davies and Ginger Rogers.

▼ ▼

Mrs. B. A. Rolfe.....wife of Heinz "Magazine of Air" ork leader goes South America-ward today.....She'll peek at radio stations in Buenos Aires and Rio ....Also will quiz South American gals as to radio preferences....Other femme commentators are forced to doff the bonnet to Ruth Moss, New England lass.... she's interviewed over 100 persons of stage, screen and air in the last half year....from Charles Francis Adams, former Sec of the Navy, to Ann Corio, burlicue gal....also 20 band leaders, Henry Hull, Edith Barrett, John Boles et al....With "demon flu" still hovering Kathryn Cravens does another bedside broadcast today....Game gal!

Station Flashes

STARTING March 2, KFEL of Denver will present 26 weeks of transcriptions for Colorado Ice & Cold Storage Co. (Olympic Ice Boxes), through Beans & Haney Advertising Agency. Programs go on at 6:15 p. m. Tuesdays, 7:25 p. m. Fridays and 6:45 p. m. Sundays.

WFBM, Indianapolis, has installed equipment at the Indiana University extension center to be used by students in two classes in radio work under Blanche Young of the Radio Department of the Indianapolis public schools.

En route to Hollywood via the Chief, the Gillette Community Sing cast including Milton Berle, Jones and Hare, Jolly Gillette, Andy Sanellas orchestra, etc., during the half-hour stop in Kansas City staged an impromptu broadcast over KMBC, the CBS station there.

Bill Beal, staff announcer on KDKA, Pittsburgh, joined the Fierst-McFall Productions in that city as promotion manager.

Carl Gensel has been added to the anouncing staff of WXYZ. He has been anouncer and production director in Portland, Seattle, Spokane and Walla Walla.

Mari Brattain has resigned from the staff of KOL after five years in the continuity department in order to become a staff writer for the Seattle office of Beaumont & Hohman, national advertising agency.

Sally Pestcoe, Philadelphia local gal who hit the nets as a opera find, gives her first home-town recital Feb. 23 at the Barclay.

Robert M. Feldman (sales) and Warren Greenwood (announcing and publicity) at WMAS, Springfield, Mass., are drawing some favorable comment on their new program, "Sport Talks," 15 minutes Monday nights.

Hermann Walker, vice-president and treasurer of United American Bosch Co., Springfield Mass., reports that though the company is now in its dull period in radio manufacture, most departments are running at higher volume than in February, 1936.

Glenn Irving, singer, will make his first appearance on KDKA during the Strollers Matinee at 1:45 p. m. today. Bob Keller will give an Elmer and Elsie monolog and Val Varr will contribute popular songs. For the following Thursday, Bette Simley and Charles Grayson, vocalists, will feature the Strollers program.

Raoul Nadeau, concert baritone, will be featured on several WOR programs, including the operatic "Cesare Sodero Directs" series, beginning with the Mutual network show Friday from 8:30 to 9 p. m., EST. Nadeau succeeds Stuart Gracey on this series. He will also be heard on his own program, on which he will announce as well as sing, on Thursdays from 11:15 to 11:45 a. m., beginning Feb. 18. Nadeau will, in addition, be heard occasionally on the Ed Fitzgerald programs.

Staff of station WMAS, Springfield, Mass., gave a surprise party on the 15th for Keyes Perrin, announcer, on his birthday.

Menuhins in Joint Recital

Yehudi and Hephzibah Menuhin, in their only joint recital this season anywhere in the world, will appear as guests on the Ford Sunday Evening Hour Feb. 28 over the Columbia network at 9 p. m. (EST). This joint recital in Detroit's Masonic Temple before a capacity crowd of 5,000 will mark the first time they have ever played together on the air.

New WEEI Transmitter

Boston—The new transmitter for WEEI will be ready in about two weeks, according to Louis Whitcomb, assistant manager of the station. Dedicatory exercises are being planned for the event. The old transmitter at Weymouth will be abandoned.

Coincident with the change the power during the day will be boosted from 1000 watts to 5000. The regular 1000 watts power will be continued during the evening hours for the present.

Ken Ellington at CBS

Indianapolis — Ken Ellington, WFBM announcer and newscaster, leaves the local station Feb. 21 to join the CBS announcers' staff in Chicago. His place here will be filled by Frederick G. Winter, former member of the Federal Players.

Sterling Offers Premiums

Sterling Products Inc., New York (Phillips Milk of Magnesia toothpaste) is offering one utility dish with each 25-cent tube of dental cream purchased this week. If customer buys a 50-cent tube, he receives two premiums.

Joins Cecil-Warwick-Legler

Preston H. Pumphrey, formerly radio director of Fuller, Smith & Ross Inc., New York, on Feb. 26 will become radio director of Cecil, Warwick & Legler Inc., New York, succeeding H. V. McKee, resigned.

MUSIC:

GLEN GRAY and his Casa Loma Orchestra yesterday made recordings of "Drifting Apart," with Gene Gifford arrangement, "You're Too Marvelous for Words" and "Sentimental and Melancholy" both from "Ready, Willing and Able," "Zig Zag," hot number, and "Whoa, Babe," with vocal chorus by Pee Wee Hunt.

Horace Heidt leaves the Biltmore Hotel and Mutual in April to tour. Returns to the roof in June.

Bernie Watson, band leader with the Joe Cook outfit, now has two spots on the program. He warbles two original modernized Mother Goose numbers.

Leo Erdody, musical director for World Broadcasting System, is none other than the world-famous concert violinist, Leo Wald. He chose a nom de radio in order to make good on his merit. And he has.

Ray Noble, who served notice on his entire orchestra last week, will round up a new set in California.

Peter De Rose is writing a lot of symphonic numbers, some of which are expected to be played by Paul Whiteman in his Carnegie Hall concerts.

Leo David and Don Redman of "The Duchess Had the Duke for Dinner" fame have been placed under contract by Irving Mills. They're among eight composers working on score of the new Cotton Club Revue.

Eddie Weaver and band, Hotel Taft, New Haven, made their air debut last week at WICC. Program will continue Wednesdays and Fridays, 11:50 P.M.

George Hall has been at the Taft Grill for as many weeks as there are days in the year, for commencing last Monday he started his 365th consecutive week at that hostelry. The maestro has played over 5,000 luncheon and dinner sessions and is starting on his eighth successive year at the Taft.

KNOW YOUR INDUSTRY

SIGNAL is the sound or message transmitted, or the effect thereof.

SIGNAL WAVE is a form which conveys a signal.

CARRIER WAVE is one modulated by a signal and which enables the signal to be transmitted.

☆ "Quotes" ☆

"EVERY *added potential listener adds to the responsibility which always follows the broadcaster—the responsibility of seeing that the program is worthy of its audience. The measure of the success or failure of a broadcaster in rendering a public service must be not how many people he reaches but the character of the program he offers to those whom he reaches." — FRANKLIN D. ROOSEVELT.*

"Being personal, I'm sure that Neighbor Fitzgerald will audition for not less than a dozen sponsors, all of whom will agree he is 'not exactly what they had in mind.' He will be the principal commuter between Newark and New York. He will play approximately 125 benefits and will be on the carpet in the front office for something he said, or might have said. And through it all will still be hopeful for that elusive will-o-the-wisp, a break."—ED FITZGERALD.

"After a bit of calculating I found that between five and seven p.m. during the week, Monday thru Friday, there are 162 major programs on the air. Of this number only thirty-nine are musical and one hundred twenty-three are speeches, interviews, children's stories, wild west yarns and news bulletins. Of the thirty-nine musical items, there are only five orchestras, one of which is a classical ensemble. On Saturdays and Sundays, however, the programs are more evenly balanced . . . Why not less talk and more music during the dinner hours."—JACK ARTHUR.

"I've been all over the world. I've lived in Algeria, Sydney, the South Seas and Europe, yet the most thrilling, enthralling, romantic thing to do is act before the microphone."—DONALD DUDLEY.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 9: Press Photographers Ass'n Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

RADIO PERSONALITIES

• *No. 4 in the Series of Who's Who in the Industry* •

LENOX RILEY LOHR. President of National Broadcasting Co. An engineer of parts, he has distinguished himself also in military and journalistic fields. Born in Washington, D. C., August 15, 1891, he was NBC prez at 44, when appointed in January, 1936. Graduated in 1916 with honors from Cornell University with degree in Mechanical and Electrical Engineering, and later attended Claire College at Cambridge University, England. During the World War he attained the rank of Major in the U. S. Army and was cited for meritorious service in action. For seven years he was a member of the board of directors, executive secretary and editor of the journal of the Society of American Military Engineers. Also was a member of the Advisory Council of the Federal Board of Surveys and Maps. A Sigma Phi Sigma, he belongs to numerous clubs and societies and is the author of many technical papers. ecent highlight of career was selection as General Manager of the "Century of Progress" in Chicago. Final score on the station relations angle at NBC appears to be tops.



Salute for Major Who Rules NBC .....

Varied Viewpoints

Peerce Craves Audience To Add Ardor to Singing

VERY often radio and agency executives ask me if I think studio audiences are a necessary part of a broadcast. Well, as the old maid said when she kissed the cow, it's all a matter of one's own tastes. I'm all for studio audiences. It's easier for a singer to put his heart into a song when he has a visible audience than when he has just a cold, impassive (relentless is even the word) microphone. I like studio audiences because they give a program more warmth. Without them, broadcasts seem as uncertain and dubious as the dress rehearsal of a musical show, performed to an empty house. There's no way of telling whether things are going over or just going. Comedians whom I know tell me the same thing. Unless they can draw rich, full-blooded laughs, their lines pale and their gags go limp.

I don't know why it's a surprise to them. Just as much as a comedian, a singer has to strive to create a mood and wield a sort of spell over his listeners so that they fall into the same mood. He can judge their interest and reactions by studying their faces as he sings. When he notices a subtle ardor and response prevailing, he can sing all the better for it. On the other hand, there isn't much of a thrill in singing over the air if the only people around are the orchestra musicians, the announcer, the production manager, etc., all of whom are more interested in their own performance than in the artist's. I hate a studio to be cold in atmosphere. If I had my way, every one of them would be decorated with drapes, easy chairs and soft couches. . . .

JAN PEERCE, SHAFER'S COLUMN, Newark Ledger.

Visual Radio Reception Cinch For Next Year, Litt's Forecast

IT is my opinion that television will be declared open for commercial exploitation in 1938, and programs of film and live talent will be received over a distance of twenty miles to those owning sight-sound sets—costing from $250 to $500—in New York City, Philadelphia, Los Angeles, and a number of other large cities of the United States.

Quality, brilliancy, and color of pictures will be on a par with home-movies. Without projecting pictures from a television receiver to a wall screen or to a screen set in a separate cabinet which will house a loudspeaker at its base—unlikely to happen within the next year or two—it is assumed that the present 7½ by 10-inch image will be increased in size somewhat by experimenters in this country. Short waves of but twenty feet long will carry both sight and sound. Static is not present in the realm of these tiny waves and little trouble is evidenced from fading.

It appears to me as if the two transmitting systems of the Radio Corporation and the Farnsworth Co., both electronic systems—cathode ray—will be accepted in this country, with of course the other experimenters receiving licenses from the government to construct stations and transmitters of their own. As long as a sight-sound receiver is produced that will receive programs of all the experimenters, that is all that is wanted by the Federal Communication Commission and the public.

It seems to me that the Philco Radio & Television Company, having access to the patents of both the Farnsworth and Radio Corporation of America concerns, will be able to produce a better sight-sound receiver.

A demonstration of the coaxial television cable will soon be made between New York City and Philadelphia. If the sight-sound stations of the future guarantee a sufficient revenue to the American Telephone and Telegraph Company, the use of the cable for linkage of cities is assured.

In a few years when color gains headway in the motion picture industry, and third dimension television is successfully demonstrated, followed shortly afterward by a similar adaptation of third dimension to motion pictures, then the television industry will take a further step forward and add color to sight-sound. Visualize for the future a new five-billion dollar industry and not far in the future, if I can judge the future by the past. . . .

LEON L. LITT.

Television No Bugaboo, Philco Engineer Thinks

WHEN commercial television eventually reaches the home it will in no way supplant regular sound broadcasting.

The next year will find television continuing in its field tests; ultra-high frequency waves will be further explored and their service areas more definitely determined. It is expected that leading experimenters will change their transmitting equipment to conform with the new standard 441 lines. Experimental receivers will be improved and simplified. Improvements in picture size and brilliancy may be expected, and research will continue in various laboratories with unabated vigor. As a result, an entirely new method of flashing pictures into the home might come about, but in the meantime, engineers and physicists will plod along the conventional lines. . . .

ALBERT F. MURRAY, Television Engineer, Philco Radio.

Short Waves

RADIO listeners the world over are very much alike. A letter was received at WCAU, Philadelphia, from Capetown, South Africa, commentating on the reception of W3XAU, station's short-waver. Postscript asked for tickets to visit the studios when he comes to America this summer.

Daily broadcast of RAN, Moscow, has been extended from 7 to 9:15 p. m. EST. It formerly ran only an hour.

Columbia Broadcasting System, with the cooperation of the British Broadcasting Company and Oxford University, will broadcast a special transatlantic show on Saturday from 2 to 2:30 p. m. Viscount Halifax will be the featured speaker with three college glee clubs supplying the musical background.

We KNEW That the CURIOSITY Interest In RADIO DAILY Would Be HIGH But We NEVER Expected the Rising Tide of Subscribers ★ THANKS

ARBITRATION PLAN SEEN ON MUSICIAN-DISK BAN

(Continued from Page 1)

benefit and indigent fund for musicians.

The union head will have another meeting with executives of recording firms in about ten days.

Ready for Flood Emergency

New Orleans—Tests of the short wave radio tieups to handle emergency flood directions in the lower Mississippi valley were successful, Joe Uhalt, director of the tieup announces. Inasmuch as there has been no flood emergency in the south end of the delta, the circuit has not been put into effect, but the north end in Arkansas and Memphis is handling communication, Uhalt said.

Philco Marketing Phone

Philadelphia—A new product, the Philco-Phone, providing two-way private communication in home, factory, office, store or other establishments, will be marketed by the Philco Radio & Television Corp. Built to serve as many as four remote stations connected with the master control unit and will operate over a distance of a quarter of a mile. Broadsides, folders, display and other dealer aids have been provided for an intensive drive to develop the market to the limit.

Comedy in Hebrew

Philadelphia—Jewish foreign language programs over WPEN-WRAX, heretofore all musical and dramatic, gets its first touch of comedy in show sponsored by W. M. Knatz, Inc., realtors. A weekly series on Fridays airing the crossfire between William Zigenloub and Louis Gross.

Rosenberg on Coast

Emanuel Rosenberg, executive vice-president of Transamerican Broadcasting & Television Corp., New York, is in Hollywood for a month's stay, and is attempting to close several deals now pending for the exclusive representation of movie talent by Transamerican.

Jules Alberti Moves

Jules Alberti has moved his business over to the Herman Bernie offices. Understood that he will retain personal direction of Benay Venuta, however.

Film-Testing Buddy Clark

Buddy Clark, CBS singer, will be movie-tested one day next week by 20th Century-Fox. Paul Ross of CBS artists bureau handling the arrangements.

Youngman Gets Program

Henny Youngman, comedian who has been scoring on the Kate Smith hour, will be starred in his own show with an orchestra Super Suds is the sponsor, and details are now being worked out.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SET

WCOP, Mass. Broadcasting Corp., Boston, application for Mod. of license, 1130 kc., 500 watts, limited until LS at KSL, Salt Lake City.

Louisville Times Co., Louisville, application for CP for new station to operate on 1210 kc., 100 watts, unlimited time.

Sharon Herald Broadcasting Co., Sharon, Pa., CP for new station to operate on 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, O., CP for new station to operate on 780 kc., 1 kilowatt, daytime.

Frazier Reams, Mansfield, O., CP for new station to operate on 1370 kc., 100 watts, daytime.

Richard S. Gozzaldi d/b as Oak Cliff-Dallas County Broadcasting Co., Dallas, CP for new station to operate on 1500 kc., 100 watts, daytime.

A. L. Chilton, Dallas, CP for new station to operate on 990 kc., 1 kilowatt, daytime.

Bellingham Publishing Co., Bellingham, Wash., CP for new station to operate on 1420 kc., 100 watts, unlimited time.

Gomer Thomas, Bellingham, Wash., CP for new station to operate on 1420 kc., 100 watts, unlimited time.

WHAT, Independence Broadcasting Co., Inc., Philadelphia, application for CP for change of power and frequency to 1220 kc., 1 kilowatt, unlimited time.

APPLICATIONS RECEIVED

WMCA, Knickerbocker Broadcasting Co., N. Y., Mod. of license to increase power of auxiliary transmitter from 500 watts to 1 kilowatt.

WHK, Radio Air Service Corp., Cleveland, Mod. of license to increase night power from 1 kilowatt to 5 kilowatts.

KTSM, Tri-State Broadcasting Co., Inc., El Paso, Tex., license to cover construction permit for changes in equipment, increase in power, move of transmitter and authority to carry WDAH schedule over KTSM transmitter.

KTHI, Arkansas Broadcasting Co., Little Rock, Ark., Mod. of license to change power from 100 watts night, 250 watts daytime to 250 watts day and night.

Knickerbocker Broadcasting Co., Inc., Flushing, N. Y., CP for new high frequency broadcast station to be operated on 26550 kilocycles, 100 watts, unlimited time.

WNBF, Howitt-Wood Radio Co., Inc., Binghamton, N. Y., CP to make changes in present equipment and increase day power from 100 watts to 250 watts.

Charleston Broadcasting Co., Charleston, W. Va., CP for new relay station to be operated on 31100, 34600, 37600, 40600 kc., 5 watts, variable hours.

EXAMINER'S RECOMMENDATIONS

That the application of Dorrance D. Roderick, El Paso, Tex., to construct new broadcast station on frequency of 1500 kc., 100 watts, unlimited time, be granted.

Westerner Broadcasters, Inc., Clovis, N. Mex., granted Mod. of license to change hours of operation from specified to unlimited day, specified night hours, 1370 kc., 100 watts.

SELLING THE STATION

. . . Merchandising * Showmanship * Exploitation

Free Trip to Coronation

A trip to Europe and front seats at the Coronation of King George VI of England will be offered through the medium of the Mutual network's "Coffee Club", program on the broadcast scheduled for Friday at 8 p.m. The series is on WOR locally.

First prize, which is augmented by 99 other unusually attractive awards, includes five exciting days in London and two days in Paris, with all travel, hotel and sight-seeing expenses paid. The winner and companion sail from New York on May 4 aboard the Berengaria and return from France May 19 on the Queen Mary.

Other prizes included will be a G. E. all-electric kitchen, complete from dishwasher to refrigerator, a Studebaker four-door sedan, two 18-tube radio sets, glassware and Silex coffee-makers.

The only thing contestants are required to do to compete for any of the many prizes is to write a short letter, 50 words or less, on the subject "Why I prefer coffee vacuum packed in glass." Each letter must be accompanied with the label of the coffee advertised on the air.

Winners will get the good news April 26 and their names will be announced on the Mutual air waves April 30.

"Coffee Club" features Richard Himber's smooth music, Gogo De Lys and Stuart Allen, vocalists, and Fred Uttal, master of ceremonies.

WOMEN'S RADIO GROUP MAKES AWARDS MAR. 31

(Continued from Page 1)

also a definite award to a musical show. Last year the General Motors concert program received honorable mention, and the year before took the award. Reason for this was that the WNRC has based its award on a musical program built especially for radio and did not take into consideration an organization, for instance, as the New York Philharmonic-Symphony Orchestra.

Awards this year will total six instead of five. They are (best in each case): Musical Program, Dramatic Program, Variety, News, Children's Program and Adult's Educational Program.

Another new feature this year will be the appointment of two outside authorities to the awards committee, for each particular type of program. News program will invite two newspapermen of note, but none connected with radio interests. Well-known educators will be asked to help on the educational programs. Not all of those invited have had time to forward their acceptances as yet. It is felt that expert opinion could be had in this way as an aid to the regular committee and its ballots. In addition to the affiliated women's club votes, radio editors, as usual, will also receive a ballot on the six classifications and subclassifications, etc., and thus allow for runners-up. Also, the use of men from news, dramatic or musical fields, will lend a more professional air to the awards committee.

No straight comedy award will be made this year due to the fact that no comedian on the air seems to be getting along without a guest star at one time or another and it is believed it will be covered under the variety heading.

As is the custom, radio and advertising agency executives have been invited to the luncheon, also Anning S. Prall, chairman of the Federal Communications Commission.

Mme. Yolanda Meto-Irion is chairman of the WNRC.

WNRC has also made a tie-up with Wadsworth & Wood Sales, Inc., whereby the concern has research privileges to poll members of affiliated clubs and in turn peddle the information to agencies, their clients and to stations. WRNC is said to be getting a cut on the proceeds. Research organization is headed by Nathan Wadsworth with offices at 551 Fifth Ave.

1,300,000 Letters for WLS

Chicago—Check of mail received by WLS the past year reveals a total of 1,300,000 letters, the station announces.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 8 NEW YORK, THURSDAY, FEBRUARY 18, 1937 FIVE CENTS

Clash On Dickstein Bill

Looking On

.... AND LISTENING IN

FADS THERE is probably nothing that can be done about it, but the urge to imitate is continually proving a quick death to many air programs which otherwise might hold public interest for considerable time.

Look what happened to the amateur shows.

The inquiring reporters, the quizzers, the spelling bees, the listener-speaks and several other fads likewise are going the same route.

It is not an exclusively radio problem, this parroting of the other fellow's idea, but the radio might have profited from the fatal results of such duplication in other fields of amusement.

By the way, whatever became of "swing music"?

— • —

AMITY BARRING indiscriminate expansion of studio audiences, there is no more reason for the movie theaters to fear radio competition than there was for the newspapers.

The daily press started to fight the radio, wound up by cooperating with it, and now both are better off for it.

Circulation and advertising income of the newspapers and magazines last year showed a percentage gain almost as big as the increase in radio listeners and revenue.

Lately there have been signs out in Hollywood that the film studios, instead of quarreling with the radio over the competition for talent, will embark on a policy of cooperation.

Fighting means tearing down on both sides.

Cooperation results in mutual benefits.

Rewarding Fibbers

Murine Co., Chicago (eye wash), is offering three Elgin wrist watches to the three listeners sending in the best lies of the week.

Lies are used on Mutual program as part of the "Burlington Liars' Club."

Program is heard from coast to coast on Tuesdays, from 8:30 to 9 in the evening.

AMER. TOBACCO RENEWS OVER 70 NBC STATIONS

American Tobacco Co., New York (Lucky Strike cigarettes), has renewed "Your Hit Parade and Sweepstakes" for 13 weeks on 70 NBC-Red network stations, Wednesdays, 10-10:30 p. m., effective March 10. Lord & Thomas, New York, has the account.

PETE DE LIMA QUITS CBS BUREAU ON COAST

West Coast Bureau, THE RADIO DAILY

Los Angeles—Pete De Lima, head of Columbia's artists' bureau on the Coast, resigned yesterday and entrained for the East. Columbia had no statement to make in the matter.

Kentucky Derby Rights Are Acquired by NBC

The exclusive rights to broadcast the Kentucky Derby from Churchill Downs, Ky., on May 8 has been awarded to NBC, it was learned yesterday. It is also understood that the broadcast of the race will be sponsored by Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), over NBC. Inasmuch as May 8 is outside the 90-day contract clause, no time period or network has been set. That Clem McCarthy will do the event is very probable.

CBS had the radio rights to the Derby last year with Brown & Williamson as sponsor. Arthur Pryor, vice-president of Batten, Barton, Durstine & Osborn, Inc., New York, B. & W.'s agents, personally supervised the broadcast last year.

Tibbett Appears For, and Damrosch Against, Measure to Curb Alien Talent

Honeymoon Influence

Lincoln — Reginald B. Martin, station manager of KFAB-KFOR, has started rebroadcasting the WLW (Cincinnati) "Moon River" period on KFOR. He heard it being done while on a recent New Orleans trip, honeymooning.

NELSON EDDY TO HEAD CHASE-SANBORN SHOW

Nelson Eddy, baritone, now featured on the Vick's Open House Program on CBS, which terminates March 21, has been signed by Standard Brands, Inc., (Chase & Sanborn coffee) for a new series of programs to begin next fall. The contract with Eddy was signed in Chicago last week.

It is reliably understood that the present program, "Do You Want to be An Actor," will not be renewed after the March 14 broadcast which completes the first 13 weeks of this show in the Sunday, 8-9 p. m. spot

(*Continued on Page 8*)

Socony Again Sponsors Yale Football Schedule

Socony-Vacuum has contracted for sponsorship of the Yankee Network broadcasts of Yale University Football Schedule for the 1937 season, starting over WICC, Bridgeport and

(*Continued on Page 8*)

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington — Arguments for and against the Dickstein bill were presented by Lawrence Tibbett and Walter Damrosch, respectively, at yesterday's hearing on the measure before the House Immigration Committee.

Tibbett, as president of the American Guild of Musical Artists, declared he favored the bill with modifications so that there would be a

(*Continued on Page 6*)

NBC JAN. DAY BILLING INCREASES 94 PER CENT

National Broadcasting Company's daytime revenue for the month of January amounted to $961,866, which represents an increase of 94 per cent over the same month last year and tops all previous January daytime figures.

Sunday daytime gross billing for January was $297,577 an increase of 78 per cent over the same period a year ago.

Censorship and Tax Bill In State of Washington

Portland, Ore.—A bill has been introduced in the Washington state legislature calling for a state board of radio censors to pass upon radio programs originating in the state. The measure also provides for a 2 per cent tax on local business of radio stations.

President's Court Proposals Stir Record Debate on Radio

Big Gains Are Shown In Instant Recordings

Reflecting big gains in the use of instantaneous recordings among radio stations both here and abroad, busi-

(*Continued on Page 8*)

President Roosevelt's judiciary reorganization proposals have prompted more radio discussion than any single piece of legislation in the history of radio, according to a survey by National Broadcasting Co.

Within 16 days from the time the

(*Continued on Page 8*)

Equal Rights

Lincoln—John Edwards, legislative commentator for KFAB here, succeeded in gaining for radio equal rights with the press in the press box during the present and all future sessions.

Senator Charles Dafoe introduced the resolution pertaining to "accredited newspapers" and added "accredited radio stations." The motion prevailed.

RADIO DAILY

Vol. 1, No. 8 Thurs., Feb. 18, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; six months, $3; three months, $2; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

Earnshaw Sets 2 Programs

Earnshaw Radio Productions of Hollywood, which recently opened a New York office with Charles Michelson in charge, has placed its "Chandu the Magician" in two more spots, one at WGY, Schenectady, and the other at WWSW, Pittsburgh.

"Big Brother" Plugs Film

The "Big Brother" program, broadcast over a coast-to-coast Mutual hookup, wil present on three successive Sundays starting Feb. 21 dramatic excerpts from the Warner film, "Penrod and Sam." The program is broadcast at 11 a. m. under the supervision of "Big Brother" Bob Emery.

Duncan Sisters to New York

Chicago—Vivian and Rosetta Duncan wind up stage engagements after current week here to return to New York to devote full time to a new NBC radio show being prepared for them.

FINANCIAL

(Wednesday, Feb. 17)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180	178½	179	— 1¼
Crosley Radio	26¾	26⅜	26⅜	.....
Gen. Electric	60⅞	60¼	60¼	— ½
North American	31⅜	30¾	30¾	.....
RCA Common	12⅛	11½	12	+ ½
RCA 1st Preferred	78¼	77⅝	78	+ ¾
RCA $5 Preferred B	(102½ Bid)			
Stewart Warner	19⅞	19¼	19¼	— ¼
Zenith Radio	40¼	39	39⅝	+ ⅝

NEW YORK CURB MARKET

Hazeltine Corp.	17⅝	17⅝	17⅝	— ⅝
Majestic R. & T.	5⅛	4¼	5	+ ¾
Nat. Union Radio	3⅝	3½	3½	.....

OVER THE COUNTER

	Bid	Asked
CBS A	49¾	51½
CBS B	49⅜	51⅛
Stromberg-Carlson	19½	20½

Pebeco to Award a Weekly Trailer

Lehn & Fink, Corp. (Pebeco Toothpaste), will offer one trailer a week until further notice for the best letter of not more than 25 words on "Why I want a trailer." Included in the contest is a stipulation to offer a name for the mythical trailer currently being used in the script of the show. Program, "The Gumps," now being aired five times weekly, 12-12:15 p.m., over the CBS network. Lennen & Mitchell is the agency. This is the first trailer award on a national network.

Easter Egg Campaign Set for 37 Stations

Fred Fear & Co., Brooklyn (egg coloring), will launch its annual Easter egg coloring radio campaign on March 18 over 37 stations from Boston to Honolulu. Sponsor will use one-minute live announcements, once daily, for approximately four days. Schedule includes WMCA, WLS, WJR, WFIL, WNAC, WHK, WWL, WIRE, KOA, WHAS, KFI, KGO, WSB, WBAL, WKBW, WSOC, WDOD, WCKY, KRLD, KFPW, KTRH, KMBC, WMC, KSTP, WNEW, WKY, WOW, WJAS, KOIN, WHAM, KDYL, KJR, KSD, WFLA, WOL, KFH, KGU. Menken Advertising, Inc., New York, placed the account.

Sues Owner of WJBW

New Orleans—Southern Broadcasting Co., lessors of WJBW, yesterday filed suit for $12,000 damages and restraining orders in the Civil District court against Charles C. Carlson, owner of WJBW. The plaintiff charges Carlson with a list of alleged interferences which it is claimed seriously injured the station.

The defendant denied all charges and said there was no ground for suit and claimed that Southern's president was actually his employee. In a four-page bill of complaint, Southern Broadcasting Co. contends that Carlson, whom it claims to have paid $200 plus royalties for the uninterrupted use of his station, forcibly took possession of the transmitter and ran the station to suit himself. Complaint also stated that defendant interferred with Southern's control men and announcers.

Hollinshead in New Post

K. J. Hollinshead, formerly assistant sales manager of Brennan-Cole Corp., has joined the staff of Roesler Howard, Inc., New York office, as contact man. Hollinshead was for a number of years circulation manager of "Association Men," a member of the firm of Stuart & Hollinshead Inc., direct mail specialists, and entered radio with the American Broadcasting Co. on the sales staff of WMCA. He is a brother of M. A. Hollinshead, vice-president of Campbell-Ewald Co.

Signed by Rockwell-O'Keefe

Bill Hogan, formerly at the Edgewater Beach Hotel, Chicago, has just signed with Rockwell-O'Keefe. The same agency has just signed Enric Madriguera and Mal Hallett and bands.

Philco-RCA Suit Argued In Wilmington Court

Wilmington, Del.—Suit brought by Philadelphia Storage Battery, a Philco affiliate, asking an injunction to prevent RCA from terminating an agreement giving license to P.S.B. to use basic patents of the radio industry, was argued before Chancellor Josiah O. Walcott yesterday.

RCA in a counter-suit claims it has the right to terminate the agreement because, it alleges, it is not being paid proper royalty. RCA claims it is due royalties on the price at which Philco sells radios, not the price at which the latter's subsidiary sells to Philco.

A decision in favor of RCA would greatly affect business of Philco. The hearing will continue today.

Borden With Uncle Don

Borden's Ice Cream has signed to sponsor the Uncle Don broadcast on Friday night over WOR. Show is heard from 6 to 6:30 p. m. daily and new sponsor brings total of bankrollers to three. Ice Cream will be given spot announcements on the other week-day shows. Pedlar & Rand, Inc., is the agency.

NBC Books Dog Derby

The special events division of NBC has booked a broadcast of the running of the International Dog Sled Derby, covering some 90 miles of rough roads and breaking a hard trail, which will be heard over the NBC-Red network Feb. 20, 9-9:15 a. m. The competition is emblematic of the Continental Championship for which the Holt Renfrew trophy is the award. Program will be announced by J. A. DuPont and fed to NBC through the Canadian Radio Corp.

Renews "Fireside Recital"

American Radiator Co., New York (heating equipment), through Blaker Advertising Agency, Inc., New York, has signed a 13-week renewal for its "Fireside Recital" program on 21 NBC-Red network stations, Sundays, 7:30-7:45 p.m., effective March 14.

Lanny Ross Concert

Lanny Ross gave a concert in Carnegie Hall last night before an appreciative audience of more than 2,000. Ross's renditions consisted of French, Italian, German and English numbers.

Coughlin Over WMCA

Father Coughlin's Sunday afternoon address via the Mutual net, will come through WMCA in New York. Seems that WOR is unable to clear time.

COMING and GOING

WILLIAM HOPPES, WBS station relations manager, has left New York on a two-week trip through the South visiting World clients.

MRS. LOUIS K. SIDNEY, wife of the managing director of WHN, flew to the coast yesterday.

JACK ADAMS of the J. P. Muller agency, returns to New York from Detroit.

RALPH WONDERS leaves for Florida this afternoon.

A. L. CORMIER, general manager of WIP of the Inter-City net, is in New York for a few days.

DR. JOSEPH E. MADDY, director of NBC band instrumental lessons, leaves New York for a lecture tour.

Sponsoring Auditions

Springfield, Mass.—The Wales Clothing Store will inaugurate a new style of commercial program over WSPR beginning the 28th. Auditions will go over the air as a regular broadcast. Wayne H. Latham, program director, will listen to each person and accept or reject them as sustaining shows. Programs will be on every Sunday from 5:30 to 6 p. m.

Expanding Programs in East

Royal Lace Paper Works, New York (paper doilies), is currently testing spot programs on five large Eastern stations and will shortly add eight more stations to the schedule. It is expected that the list will be expanded to a larger number of stations before summer. Lawrence Gumbinner Advertising Agency, New York, has the account.

Hudson Coal Cancelling

Hudson Coal Co., Scranton, Pa., cancels its Sunday "Beneath the Surface" programs effective March 28. Program heard currently over NBC-Red network of 11 stations, 2-2:30 p. m., and features Landt Trio and Col. Jim Healy commentator.

Sidney's Son Stricken

George Sidney, son of Louis K., WHN managing director, was striken with appendicitis out on the west coast the other day. Mrs. L. K. flew out to her boy's bedside, while Mr. Sidney kept close contact with her via short wave to the plane.



REEVES STUDIO
RADIO TRANSCRIPTIONS
Noiseless Film and Wax Recording
•
ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

MORE TIME LATITUDE URGED FOR SCRIPTERS

There would be a distinct improvement in the quality of radio scripts if writers were given more time and latitude, it was stated yesterday by Georgia Backus, radio actress, writer and one-time Columbia executive, in a RADIO DAILY interview. She believes that the pressure under which they work hampers them and exhausts their inventive powers.

Radio, with its present limitations, is the magazine not the theatre of the air, according to Miss Backus. She once believed it might have an art of its own, but now thinks it is merely pleasant entertainment. As a dramatic actress, she believes that audiences are out of place in radio theatres when a dramatic production is being aired. Reason being they seem to be more interested in mechanics of the broadcast than in the play, thus making the performers self-conscious. She states further it is her belief their true audience is the unseen listening one, which she says is intelligent and crtical.

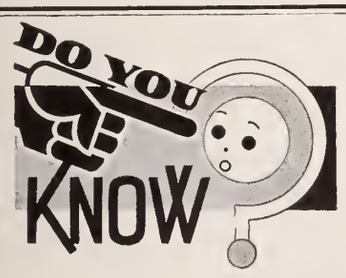
Miss Backus would like to see novels bought for radio before Hollywood grasps at them. She's convinced "Anthony Adverse" would have been bang-up radio material. Also the Dunsany plays, for which she has negotiated. She adds no one has agreed with her concerning the latter.

"Singing Waiters" on CBS

"Singing Waiters", long a feature of Los Angeles' Paris Inn Cafe, and who recently made their CBS debut, have been signed as a regular sustaining feature. Program will originate through the facilities of KNX, Hollywood, heard in the East at 5:45-6 p.m. every Saturday. Outfit specializes in colorful operatic and choral arrangements.

Leonard Kraft Joins NBC

Leonard Kraft, formerly of the Crowell Publishing Co., is the newest member of the NBC sales staff in Radio City.



The Netherland Indies tax on radio sets vary according to their number. Current yearly tax is $9.60 paid by an estimated 30,000 regular tuner-inners. Past year cost 18,000 listeners $12 aplece, while in 1934 listeners paid $14.40 to tune in to their favorite station.



● ● ● Early this morning Mickey Alpert refused the "Youngman route" to fame via the Yacht Club....He was offered the distinction of following Henny, who goes coast-to-coast for Super-Suds in a half-hour show with a band and stooges shortly (Youngman was hired after recording auditions). ....He opens at the Loew's State March 11 as m.c.....Belle Baker may be on the same bill....A year ago, they wouldn't have him for nothing.... That's the value of radio prestige....The contract signing between Joe Louis and Jim Braddock, for their bout in Chi this June, will be aired tomorrow afternoon via NBC-Blue....Robert Lipson, CBS page boy, is the brother of the newly-discovered "Gibson Girl"....Roy Wilson of the Wilson, Powell & Hayward agency went to Chi for a few days. Business unaccounted for....Paul Ash leaves the French Casino next week with Denny following and Rudolph Friml, Jr., coming in after two weeks...."Castles of Romance", long an NBC sustainer with George Griffin and Alice Remsen, will be sponsored by an oil burner company after March 11....Ada May, just back from a European tour, will take an initial crack at the radio business.

● ● ● *Tribute was paid a respected and efficient fellow-worker yesterday afternoon....The various execs at CBS threw a Dutch Treat farewell Party to Ralph Wonders at the Weylin....The proceedings opened with Col. Stoopnagle and Budd presenting Ralph with a fishing rod after a short address. At the end of the line was a dead fish the Col. smuggled into the hotel....Called upon to say something, Wonders cried and his voice cracked....Mark Warnow offered to pay for the drinks as a toast to Wonders....Budd yelled, "How many commercials you got, Mark?"....Space does not permit the listing of the assemblage, so we'll just mention a few....Fred Willis, ass't to Prexy Paley; Ken Reime, CBS attorney; the entire sales, program and artist's bureau staffs attended....Ralph leaves for Florida this afternoon for a rest.*

● ● ● Vic Knight leaves Ted Collins, Kate Smith and A & P show after next week....It is a friendly departure. As reported, Knight will handle Phillips Lord shows....Smith show encountering difficulties with "You Can't Take It With You," Broadway play, which is scheduled for next week....Seems that the male lead is afraid of the mike and wants his understudy to sub....Ben Alley, doing great comeback via WCAU, Philly, now has six airings a week for a finance company....Leo Diston, song plugger at Chappell Music, handing out cigars. It's a boy....Radio Row turned out big for the preview of Grace Moore's "When You're In Love" at the Music Hall the other dawning....The howl was the mention of Irving Mills, Cab Calloway and Clarence Gaskill as the composers of "Minnie, the Moocher", which she did in Swing Time....Charles H. Furey, formerly radio director for Moser & Cotins, now in the same spot with Artists Syndicate of America....Benny Fields on the Phil Baker show from Florida Sunday.

● ● ● *Tip to small stations:....John Reber, J. Walter Thompson, radio executive, tunes to all outlets, in the hope of discovering new talent....Doris Sharp, the lovely CBS hostess, now doing a "Garbo" with smoked glasses after the bandage removal....Margaret Livingston Whiteman will join Paul in Miami....Hubbell Robinson, Young & Rubicam radio man, out of office due to bad cold....Jack Pearl and Cliff Hall return at 10 tonite from Cleveland via the United Airlines....*

SUIT OVER CONTRACT IS LOST BY RAMONA

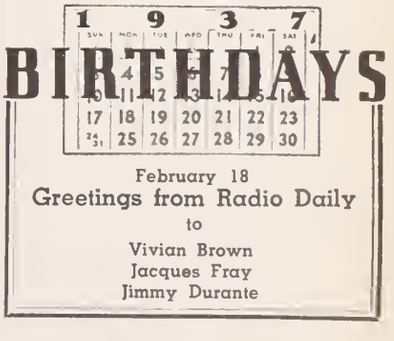
Plans of Ramona Davies, are slightly indefinite following the decision by Supreme Court Justice Joseph M. Callahan, who ruled that the Ramona contract with Paul Whiteman and the Artists Management Bureau, headed by Jack Lavin (Whiteman's manager), has to stand, and denied her application for an injunction restraining the maestro from enforcing the contract calling for her exclusive services.

Ramona's affidavits averred among other things that she received but $150 a week even though she might be sold for much higher amounts. Practically no defense was submitted by Julian T. Abeles, attorney for Whiteman, who pointed out that Ramona earned $17,000 net in 1935 and $13,000 in 1936 under the aegis of the Artists Management Bureau, also that Ramona is guaranteed $125 a week and that 20 per cent commission is collected only on her earnings (as booked through Whiteman) above $150 a week. Lesser amount for 1936 is indicated, according to Abeles, because Ramona refused to fulfill contracts.

Meantime Ramona is contracted through Artists Syndicate of America to play at the Savoy-Plaza Hotel, also future commitments for the Paramount theater. Trial Board of Local 802, AFM, had deferred action on charges preferred by Whiteman until the courts passed on her suit. Offices of Noah L. Braunstein, attorney for Ramona, did not know yesterday whether an appeal would be taken to the Appellate Division. Ramona has also been booked to appear as guest artist on the Schaeffer beer, WOR program entitled "Nine O'Clock Revue."

Finding of Justice Callahan is as follows:

"The contract entered into by the plaintiff may be enforced against her at law at any future renewal periods. It may also be enforced against the plaintiff *in equity* during the present renewal period. Even assuming, however, that the contract is not enforcible against the plaintiff in a suit in equity it does not follow that the plaintiff may come into equity for affirmative relief to aid her in violating the terms of a contract enforcible at law. The motion for temporary injunction is denied . . ."



February 18

Greetings from Radio Daily

to

Vivian Brown
Jacques Fray
Jimmy Durante

Los Angeles

UNION OIL COMPANY, which started "Thrills" on National's red network three weeks ago, is enlarging the list of stations to include KGU, Honolulu, starting this week.

Leon Rosebrook, first chorus master for Radio City Music Hall, former musical director for Union Theaters of Melbourne, Australia, musical director for the St. Louis Municipal Opera company, and veteran director, has been signed as musical director for KEHE, key station for the new California chain. He fills the place formerly held by Salvatore Santaella. Rosebrook takes charge next Monday.

James Seward, Columbia Broadcast's assistant treasurer, is here from New York for several weeks' stay.

Fred M. Jordan, manager of Hanff-Metzger's Los Angeles office, returned from a New York visit last week, took sick with the flu, and returned to his desk today.

Jack Benny will return Ben Bernie's call of Sunday night by appearing on the Maestro's program sometime in March.

Haven MacQuarrie's "Do You Want To Be An Actor?" broadcast for Chase & Sanborn, opened quick doors to a movie job for Ann Warren, dancer, who has been trying for years to get on as an actress. Maxwell Arnow, casting director, for Warner Bros., saw Sunday's broadcast, signed Miss Warren, and she started work Monday.

Mrs. Gertrude Berg, who is doing the special script tentatively titled "The Singing Kid" for Bobby Breen, just signed by the NBC Artists Service, will also assist on dialogue for Bobby's new RKO film, "Happy Go Lucky."

Basil Rathbone and Henry Stephenson are added members of the original cast of "Captain Blood," film, to be heard with Errol Flynn and Olivia De Havilland in the broadcast version on the Lux program Monday night.

Barbara Stanwyck and Joel McCrea will be the "Hollywood Hotel" guest stars Feb. 26, in a preview of their new pix, "Internes Can't Take Money."

For the Women

Oklahoma City—"How Did You Meet Your Husband" is the title of a new Sunday afternoon program sponsored by Approved Laundries of Oklahoma City over WKY. It's aimed for the feminine listeners, with prizes awarded to the women selected to tell their stories.

Chatter

TONY RUSSELL, NBC's romantic singer has a busy schedule these days with a thrice weekly air series heard over WBZ, Boston, and a regular spot on NBC-Blue Network once a week. He is heard locally over the Boston outlet on Mondays, Wednesdays and Fridays, and in between makes the New York visit on time for a Tuesday night broadcast at 6:35 p. m., EST. He recently completed a 30-week commercial program over WBZ.

Pat Stanton, WDAS station manager, is the latest Philadelphia radio man to turn newspaper columnist. He is doing a daily stint for the Irish Press. Boake Carter recently was signed to put his stuff in the Philly Ledger.

Robert Feldman, sports commentator at station WMAS, Springfield, Mass., has inaugurated a new weekly program, "Up and Down Sports Lanes," that is making a big hit in local sporting circles.

Ethel B. Henin chief of the continuity department of station WMAS, Springfield, Mass., has been granted an indefinite leave of absence. She is being replaced by Victoria Holmes, who will also continue Miss Henin's program for women, "Morning Carnival."

Donald Keefe has been appointed sports commentator for Station WNBX, Springfield, Vt.

Pat Patterson, WCAE (Pittsburgh) publicity chief, resigned his post to accept an editorial position with the Washington Herald. Jimmy Murray, Hearst's globe trotter, succeeded Patterson.

3 New Bedford Stores Sign 1-Year Contracts

New Bedford, Mass.—Mason Furniture Co. has contracted for one year sponsorship of "New Bedford Speaks," side-walk interview directly in front of sponsor's store on Purchase St., principal local stem. Saturdays, 12:15 to 1245 p. m., is broadcast time. Last Saturday's program featured introduction of young goat as mascot and animated "gong." When question is incorrectly answered, person gets the "goat" instead of the "gong,"easily extracted by a gentle yank of the goat's tail. "Goat-naming" contest is in progress. Theater tickets for question "senderinners." Sol Chain, WNBH production manager, doing the interviewing, assisted by Paul Alpert of the furniture firm.

Kaplan Bros. Furniture Stores have signed 26 week contract for weekly presentations of five-minute E.T.'s titled, "Dramas from Real Life."

Household Furniture Co. signed one-year contract sponsoring "The Movie Reporter" with two 15-minute spiels weekly. Movie News, photo-give-away offers, theater-ticket contests and premium club incorporated in program which was recently relinquished by local shoe store after two consecutive years' sponsorship. Sol Chain, who handled program from inception, will continue as spieler, with "Russ" Baldwin of commercial department doing the credits.

Met Opera Auditions

Scheduled for the Sherwin-Williams-sponsored Metropolitan Opera Auditions of the Air next Sunday at 3-3:30 p. m. over WEAF-NBC network are Robert Shanley, baritone; Louisa D'Angelo, 17-year-old soprano, and Floyd Townsley, tenor.

New Scripting Classes Opened at U. of Minn.

Minneapolis—Radio Script Writing classes at the University of Minnesota, now well established as a permanent course in the extension service, have opened a new semester of 17 weeks' duration.

Classes in progress included one for "advanced" students, the first to be offered on the campus. Writers of script for current local Minneapolis-Saint Paul programs are among those enrolled. A new class for novices, the fourth class to be offered on the campus, also opened last week.

The director of the University extension service is Dr. Richard R. Price, chairman of the radio committee of the University. The instructor is Luther Weaver, head of a Twin Cities advertising agency specializing in radio advertising.

Broadcast from Bermuda

A Bermuda variety program, featuring the music of Chet Frost's orchestra and the First Battalion Sherwood Foresters Military Band will be broadcast over the NBC-Blue network on Saturday, 11:30-12:30 midnight, EST. The broadcast will originate from the Inverurie Hotel and Marine Terrace in Bermuda.

High School Radio Class

Norwalk, Conn.—A radio class has been opened nights in Norwalk High school with Arthur Wilbur as instructor. Beginners meet two nights a week and clubs and advanced pupils also are given two nights.

College Talent for Show

Thomas L. Stix of Souvain, co-producer of the Pontiac "Varsity Show," is lining up under-graduate talent for the Notre Dame broadcast, March 5. Joe Zwers, captain-elect, second singing captain of the series, will be featured.

MUSIC

LOU KOSLOFF will direct the orchestra in place of Buddy Rogers on the Twin Star broadcast tonight at 9:30 p.m. over NBC-Red network. Rogers has dropped from the show in order to leave Hollywood for England to fulfill a movie commitment.

Jack Griffin, from the Little Rathskeller, and Frank Warren, Cocoanut Grove maestro, are the newest bands to join the WIP (Philadelphia) dance remotes roster. Ted Tinsley, whose torrid trumpet swings the band at the Moonlight Cabaret, is a newcomer on the WDAS list.

A WPA 11-piece orchestra has been added to the Federal Theater Varieties program from WBRY, New Haven, on Wednesdays at 4:00.

"Seventh Heaven," song number from the film of the same title, will be released for broadcasting March 1. Hollywood Songs is the publisher.

Vincent Lopez has announced the five winners of the collegian songwriting contest conducted on the Nash-Lafayette Speedshow. Although only one song was to have been published, the tunes were so promising that five will reach publication.

Stanley Worth is celebrating his fourth anniversary as featured vocalist with the Lopez Band.

Concert of the New York Symphony Orchestra will be broadcast by WQXR Tuesday, Feb. 23, 8:45-10:30 p.m., direct from the stage of Carnegie Hall. Conductor is Antonia Brico.

Jan Brunesco and Ork at Dempsey's will be aired via Mutual wire this week.

Mother, father and baby—the latter a few days old—are reported doing fine at an Omaha hospital. Lawrence Welk, Omaha ork leader whose band broadcasts frequently over Omaha stations on sustainers, was taken to the hospital ill with pneumonia two days after his wife went there. The daughter was born shortly after the father's arrival.

7 Years at Organ

Omaha—Seven years ago this week KOIL of Omaha started featuring organ concerts by Eddie Butler, then staff organist for a local theater. In celebration of the anniversary, Butler figured that: He has worked for three different owners of KOIL, he has broadcast by remote control from six different organs in six different locations, he has had his name announced 105,000 times, he has played more than 10,000 programs, 56,000 pieces of music, spent more than 5,000 hours on the air.

FOREIGN

NEW radio regulations will soon be enforced by the ministry of communications in Mexico. Concessions for a period of 20 years will be granted to Mexican citizens and organizations only. All programs will be under the jurisdiction of the ministry. Publicity shows will not be allowed to exceed two minutes and entertainment programs will be encouraged.

Official report from Sidney shows that on Nov. 30 there were 877,847 licensed listeners in Australia. This is an increase of 5,565 over October. In Sydney, proper, for the first 11 months of last year, 185,627 licenses for sets were issued compared with 157,794 in the corresponding period of 1935. Increase of 17.6 per cent for 1936 over previous year.

A new station, near Grenoble, France, will be constructed at the proximity of the Pyrennees mountain. With a power of 120 kw. Practically all of the radio stations in the various provinces of France have increased their power to 100 kw.

The French government has purchased the Radio-Paris station, and will replace same with larger station to operate on same wave length but situated in the middle of France. The Eiffel Tower Station will be transferred to a Paris suburb because of the coming exposition.

Commercial Broadcasting stations in Australia had a revenue of $3,750,000 during the past year. About 250,000 receiving sets were sold in the first 11 months of 1936 at an average price of $100 per set. Total sales amounted to $25,000,000. Values spent for parts, service and home construction is estimated at $13,500,000.

Crusaders on WOR

Crusaders to sponsor a one-shot tonight over WOR and Mutual network. Program will feature Fred G. Clark speaking on Supreme Court issue. To be aired from 7:15 to 7:30 p. m.

Amateur Stymie

Lincoln — Senator Gantz has a bill before the unicameral legislature here which will give power to village and town boards up to 25,000 population representation, to regulate radio interference by city ordinance. Need was made apparent, says Gantz, when the prevalence of short wave sets in many towns practically ruined reception of good programs. Broadcasting managers here are in favor of this amateur stymie, at least until after midnight.

Station Flashes

WAAW of Omaha has launched a new 2 p. m. weekday program, "Station IOU, the Powerful Little Five Watter," with Hiram Higsby as emcee. Higsby recently joined WAAW as entertainer and announcer from the Iowa Broadcasting System at Des Moines. Prior to that he was with NBC and WLS.

WICC, Bridegport, has substituted national for local news on its 6 p. m. broadcast to leave the way clear for the new commercial account, "The County Courier," a local and county news broadcast.

Paul McLaughlin is new account executive at WBRY, New Haven. He was formerly Connecticut representative of Eastern Advertising Co. in Boston.

Ed Lush is the latest WELI (New Haven) announcer to resign. Following a permanent appointment ten days ago, Lush announces he will connect with the advertising department of Carrier Air Conditioning Co., Newark. Ralph Kanna, whom Lush replaced, also resigned after a short period to go into advertising with Chase Brass & Copper Co.

"Junior Thrillers," Sears & Roebuck weekly show on KYW, Philadelphia, dramatizes important moments in the lives of junior heroes. Youngster having risked his life in saving the life of a human being or an animal becomes the subject of a script. After placing a half dozen or so on a pedestal, sponsor rounds up the heroes for further honors, presenting each with a certificate of valor and an engraved wrist watch. Ceremonies are aired and last presentation had the Mayor of Philadelphia microphoning the awards.

Work is progressing on the new studios for Station WNBX, Springfield, Vt., and it is expected they will be ready by March 15.

Jean Sablon, star of the French theater, makes his first personal appearance in America on the Rudy Vallee show tonight. Sablon will make series of appearances on various NBC programs during his stay here.

AIR PARADE IN REVIEW

"IT'S A WOMAN'S WORLD"

Sustaining

WEAF, Feb. 16, 2:30-2:45 p.m.

MUSIC AND TALK PROGRAM ALONG GENTEEL LINES APPEALING CHIEFLY TO WOMEN.

Aimed at a feminine following, this is a gently pleasing combination of musical numbers and chatter, with enough variety to maintain interest throughout. Claudine MacDonald is the director, and after a few introductory remarks the initial program got under way with Howard Price singing "You're Laughing At Me". Next came a brief talk by Caroline Cole, writer, then "Star Dust" sung by Price, and a batch of gossip by Elizabeth Churchill, columnist. The Levy Orchestra accompanied nicely.

Hawaiian Salute to F. D. R.

Hawaii will send a musical salute to President Roosevelt in a broadcast over the NBC-Blue network Feb. 24, 10-10:30 p. m. EST. All leading Hawaiian musical organizations, including the United States Army, Navy and Marine Bands stationed there, and the Royal Hawaiian band will take part in the program.

The salute was arranged by Lorrin P. Thurston, president of the Advertiser Publishing Company of Hawaii through the cooperation of NBC.

Too Many Wilsons

West Coast Bureau, THE RADIO DAILY

Los Angeles—J. Donald Wilson, narrator for "Drums," the voice in "Strange as it Seems" and new announcer for Gilmore Circus broadcast, is changing his name. In the future it will be Wilson Donald, to avoid confusion with Don Wilson of NBC's staff. Two years ago, when they were both Don Wilson, and the NBC ace wasn't so well known, they flipped coins to see who would change. "J. Donald" lost. Now, he's volunteering the second change.

Dramatizing Anthem

Events which inspired Francis Scott Key to write "The Star Spangled Banner' and the singing of the national anthem from the author's original manuscript will feature a special Washington's Birthday broadcast over the NBC Blue Network on Monday, 1:45-2 p.m. Carol Deis will be the vocalist.

Michael Bartlett Back

Michael Bartlett is slated for a radio comeback, probably airing from Hollywood. He will be both master of ceremonies and tenor soloist for Corn Products in a weekly series which is expected to bow March 15 via CBS. Bartlett, whose last radio stint was with the Jello show stooging and singing for Jack Benny last season, entrained for Hollywood this week after a brief reunion with his parents at North Oxford, Mass., en route to Hollywood from Europe where he just completed a movie role.

COMMENTS On Current Programs

JACK OAKIE sounded listless and slipshod in this week's Tuesday night Camel Cigarettes broadcast over CBS. A little fatigued, perhaps; and not so happily supplied with material, either. A bright spot of the show was George Givot with his amusing Greek chatter, and the ukelele crooning of Cliff Edwards also was welcome.

NICK LUCAS, who has long been tops in the crooning troubadour class, adds decided value to the nice platter of variety served by Al Pearce on Ford's CBS program, Tuesday nights. Pearce has built up a very entertaining show in general, with an array of lively talent, good tempo and neatly weaved-in commercial spot comments.

ED FITZGERALD is another variety show lad who deserves mention with the best of them. Though he has a daily stint to do over WOR, he manages to deliver a bright and breezy program every time.

GEORGE BURNS and GRACIE ALLEN in their fifth anniversary broadcast last night went in for a series of imitations, including Eddie Cantor, Walter Winchell, Singing Sam, Ben Bernie and others. The rest of the program was far better than the imitations. What with all the guest-starring that has been going on lately listeners are probably pretty well fed up as it is with the headline personalities, making the imitation of them not so digestible even when they are very good.

Landt Trio Lighten Up

Landt Trio drop from the Monday night Dill and Model tobacco show after the Feb. 22 broadcast. Edward Roecker, baritone, replaces. The trio has also dropped its morning sustaining shows formerly heard over NBC and is concentrating on its Ford and Hudson Coal programs.

In Reverse

West Coast Bureau, RADIO DAILY

Los Angeles—Bid for the screwiest radio announcements and advertising promotion was made this week in Frank W. Dillin Organization's "Two Dumb Detectives," which started a weekly quarter-hour program on KEHE, key station of California Radio System. Not only do the announcements pan the sponsor, but the newspaper ads in Los Angeles dailies call on public to dial KEHE if it wants to hear "the worst show on the air." Plugs warn "prospective customers" they won't like Dillin's service, and tell 'em products are "no good." Lockwood and Shackleford is agency.

SPOT ANNOUNCEMENTS ARE GROUPED BY WFIL

Philadelphia—WFIL found an out for most spot announcement accounts by grouping them four times daily as the " Classified News of the Air," musical transcriptions plugging the waits. Having now added 100 pairs of movie tickets on a contest give-away, station has not only doubled mail response but also increased the number of participating sponsors as much. Total up to 14, newcomers include Dawn Do-Nuts placed thru Harkins agency; J. Frank & Co., ginger ale, thru E. A. Brickley Agency; Wanamaker & Brown, clothes, added thru Mathason Agency; Gallagher & Moyer placed J. Stromeyer & Co., and Square Deal Furniture Co.; and Frank Wellman Agency handle the Circus Gardens, skating rink, and Lichtey's, jewelers, accounts.

Arcadia, Trans-Lux, Europa, Fays, Carman and Nixon-Grand, indie pix palaces, get a reader on screen offering for the donation. Best sentences lauding product of a participating sponsor rates a treat on the house for lucky listeners.

San Francisco

Judy Richards, vocalist with Eddie Fitzpatrick's band, and Ted Bering of the same orchestra, married.

Herb Saman, leader of the Bal-Tabarin orchestra, will bring back Don Francisco and his tango music for a return engagement, also as an added attraction for the nightly broadcasts.

United States Advertising Corp. planted a staggered program of 14 one-minute announcements for Graham Paige Motors Corp. over KGO.

Debuts of two coast-to-coast programs over NBC are scheduled shortly. Programs will introduce Paul Martin and His Music, string orchestra, and Johnny O'Brien, harmonica player, with a five-piece band.

Leon Churchon, well known in radio circles as former producer on Station KYA, returns from Pittsburgh to take over his old post, replacing Watson Humphrey.

Junior News Parade, originating from KPO, takes its initial bow this week-end. Program features dramatization of news items written by western juniors, with the actual persons about whom the story centers, present in the studio whenever possible.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 3 of a Series.

WXYZ — Detroit

1,000 *Watts*—1,240 *K. C.*

GEORGE W. TRENDLE, Pres. **JOHN H. KING, V. P., Treas.**
H. ALLEN CAMPBELL, Gen. Mgr. **HOWARD O. PIERCE, Secy.**

WXYZ, key-station of the Michigan Radio Network, is owned and operated by the King-Trendle Broadcasting Corporation. Established in 1925, WXYZ possesses a primary coverage of approximately forty miles from the Detroit city hall and covers a territory within which resides an estimated population of 2,314,632 people.

* * *

WXYZ is the local outlet of the NBC blue network. Its executive offices are located in the Madison Theatre Building and its studios are in the Maccabee Building. It recently installed a new vertical radiator-type antenna, towering 474 feet above street level, with ultra high frequency transmission, adding four times to the strength of its former coverage. Its primary and secondary coverage now includes all and parts of seven counties.

* * *

It has been said that no other local station in the country equals the personalized service to dealers afforded its clients by WXYZ as a part of its free merchandising plan, which is conducted under the supervision of H. S. Christian, merchandise-manager of both the station and the Michigan Network. Recently WXYZ's merchandising crew called on 342 druggists located in various sections of Detroit to ascertain which local station they preferred as an advertising medium. 42 per cent of those questioned stated that they preferred WXYZ.

* * *

WXYZ maintains one of the largest staffs of announcers, engineers and dramatic players of any station in Detroit. The announcing-staff includes: Brace Beemer, chief announcer; John Prosser, general announcer; Harold True, news broadcasts; Herbert Green, remotes; George Sutherland, sports announcer; Bromley House, announcer of symphonics.

* * *

Among the outstanding programs which have been aired over WXYZ are: "Man Hunters" and "Lone Ranger" dramas, both created by James Jewell of the station staff; the Frohme Sisters Quartette; sport program by Bud Shaver, sports-editor of the "Detroit Times"; the unique program of food and cooking hints broadcast under the title: "Mixing Spoon of the Air."

Varied Viewpoints

"Hams" Bridge the Gap Between Life and Death

AMATEUR radio operators, toward whom the feelings of radio listeners are not always kindly, have proved their worth in the current flood emergency.

Augmenting disrupted communications, the experimental facilities of amateurs have bridged many desperate gaps. Contact between the stricken districts and the outside world, direction of relief agencies and relaying of appeals from the centers of greatest distress are among the valuable services rendered.

It is interesting to know that of the 53,480 licensed radio stations in the United States 46,850 are of the amateur variety, largely in the short-wave field where the "nuisance element" is minimized.

Radio, as we know it today, was built in considerable degree upon the energetic investigations of amateurs, who had a million home-made receiving sets in operation before the commercial possibilities of the industry became apparent.

Amateur experimentation developed many of the basic principles of radio. In all probability many of the secrets of future radio methods, including those of television, will be solved at the same source.

The flair of Young America for playing with the fascinating mysteries of science is unquestionably responsible for many new things and new ideas upon which vast benefits to the nation and the world are ultimately established.

The resourcefulness of youth is an asset to be encouraged by a nation well aware that its great engineers, scientists and teachers of the future are among the army of young people digging diligently among facts and theories still puzzling to more mature minds. . . .

CHARLES S. RYCKMAN, N. Y. American.

No Television in '37 Says Philco Vice-Pres.

WHILE 441-line television is a great advance, there will be no television Christmas in 1937. Furthermore, television will not supersede sound broadcasting.

Numerous problems still confront the research men and the Federal

(*Continued on Page 7*)

DICKSTEIN MEASURE ARGUED AT HEARING

(*Continued from Page 1*)

reciprocal interchange of artists between nations. He recommended dropping the section of the measure calling for a quota on foreign artists in exchange for American artists. Tibbett pointed out, however, that should any country discriminate against American artists, a hearing could be held by the Secretary of Labor with cooperation of the State Department to determine whether such discrimination exists.

Damrosch, opposing the bill, said that foreign talent cannot be classed as cheap labor and that he saw no reason for protecting American artists any more than business men. He claimed the U. S. needs foreign artists more than they need American talent, and that artists should have the freedom of the world.

Charles Henry Freeman, Jr., of New York, who attended the hearing and expressed himself in favor of the Dickstein bill, said he intended to "expose the inner workings of musical activities in this country". He contended that the Columbia Concerts Corp., headed by Arthur Judson, and the National Broadcasting Co. Concerts Bureau, headed by George Engles, largely control the musical activities of the country.

New Facilities at WCSH

WCSH, Charlestown, W. Va., which joined CBS on Feb. 14, will shortly announce plans for the installation of a new studio and transmitter, it was learned yesterday. Station is owned by John A. Kennedy and operates on 580 kcs. with 1,000 watts daytime, 500 watts nighttime.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 9: Press Photographers Ass'n Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

IN 1923 Georgia Backus said radio had no future....That's why she declined contract offered by Ed Smith of WGY.... Now in 1937—after more than ten years of radio writing, acting and managing ....she believes it's crammed full of unexplored potentialities....Yes, she's glad she was wrong....Betty Howard, head of Blackman's talent department, has interviewed hundreds of aspiring young thespians....from ventriloquists to vocalists....in her three years at the agency ....Enterprising gal—Dorothy Worthington....one-time assistant to Clark Getts ....who corrals guests for the Heinz "Magazine of the Air" program.....is now agenting on her own....Sponsor was so pleased with Willie Morris.... International Silver's "1847 girl"....he raised her pay....in the 1937 manner.

▼ ▼

Crosby Gaige, Broadway producer, about to do a "Kitchen Cavalcade" for Mueller's Spaghetti....has for guest artist at the premiere Feb. 22....Rosamond Pinchot, drahma-girl of his own "Eternal Road"...."Behind Red Lights" sends Dorothy Hall to be put to the microphonic question by Bide Dudley, Friday at 1:15.....Irene Wicker, the "Singing Lady" who lullabies Shirley Temple....and has a fan letter to prove it....will interview Yehudi Menuhin .....of the musical child prodigy Menuhins.....Feb. 25.

▼ ▼

Met songstress, Gladys Swarthout and her vocalizing husband Frank Chapman have both been included in best-dressed lists of the past year....When Lucille Manners of City Service Concerts appears in Studio 8H she dons a gown of non-rustling taffeta....on account of the mike is so sensitive.....International Day, observed in 24 lands with branches of International Federation of Business and Professional Women, will be celebrated by a tri-nation broadcast over a coast-to-coast Columbia network Friday..... Lena Madesin Phillips, prexy of International Women's group, will introduce femme leaders of three nations.

▼ ▼

Mary Livingstone, who is East coast-bound for a two-week holiday, returns Hollywood-ward for the March 14 broadcast....Tonia Lawton, who acts, starts today on the "Terry & Jerry" program ....Hazel O'Brien, stylist, will give the gals the lowdown on how to be the "grandest lady in the Easter Parade" ....as Rita Hudson's guest today.... Lily Pons, who warbles in the grand manner, does a guest star on the "Metropolitan Auditions of the Air" come this Sunday....She'll talk of differences in approach to operatic stardom in Europe and America.

SELLING THE STATION

. . . Merchandising * Showmanship * Exploitation

Boston Loves "Bredo"

The new Ce-Lect Bread program featuring the brand new radio game "Bredo", inaugurated on WNAC Jan. 27, has the local populace by the ears....in the neighborhood of 4,800 replies after the first broadcast. The game is based on the Beano idea.... but "Bredo" cards are distributed by local dealers, without any obligation to buy. Each musical number played on the program is a clue to the final solution.

How does it work? The announcer says, "The third word of the name of the next selection, to be sung by Miss Alice O'Leary, begins with an 'R'....Can You guess it?"

Each week 54 prizes totaling $200 are distributed to the winners.... first prize $100, second prize $25, third prize $15, fourth prize $10, and 50 of $1 each.

The original contract calls for 18 half-hour programs broadcast each Wednesday from 6:30 to 7:00 p.m. and features an all star cast including Alice O'Leary, contralto; Francis Cronin, organist; Frank Dunne, Alex Levine, violinist and guests each week. The contract is handled through Harry M. Frost Advertising Agency, Boston.

Telephone Questionnaire

WICC, Bridgeport, tried a new stunt in the Teachers' League discussions— a telephone questionnaire to enable immediate response to controversial educational problems. Manager Joseph Lopez said the returns were gratifying.

Feature "3 Smart Girls"

With movie houses making all sorts of tie-ups for exploitation on the "Three Smart Girls" pix, Philadelphia's WCAU has come forward with a threesome that passes as the "Three Smart Girls of Radio." All heard on the same program, trio includes Doris Havens, organ; Rae Eleanor Ball, violinist; and Sandra, singer. Yet, all the girls have a hidden accomplishment. Doris can play the violin, Rae sings and Sandra plays the organ.

Varied Viewpoints

(*Continued from Page 6*)

Communications Commission must establish standards for all image receivers and transmitters. Sufficient waves must also be set aside for television, and we must remember that the range of ultra-short waves is limited to about twenty-five miles.

All problems, however, are not technical. The artistic side of television has many riddles to solve in developing program technique. Until these countless puzzles are cleared up there can be no commercial television.—SAYRE M. RAMSDELL, *Vice-President, Philco.*

Here's What Television Home Sets Will Be Like

WHEN will we have television? I confess that I do not know the correct answer. However, I am able to answer this question, "What can television accomplish?" The best way to answer this question, is to jump ahead from two to six years and place a television receiver in the home.

This television cabinet brings a service consisting of both picture and sound, but it in no way supplants regular sound broadcasting, by which you will continue to hear favorite radio stars.

With the antenna connected, we will turn on the switch and see what happens. On one side of the receiver are three control knobs for sound—for tuning, for tone control, for volume. Tuning is no different from that of the radio set. On the opposite side of the television cabinet are three control knobs for the pictures. They are for tuning control, for background control and for gain control. You tune to the frequency of the desired station, turn the background control to a place where the television screen is fairly brightly illuminated and then increase the gain control until a picture of good contrast is received.

What do we see? Possibly the head and shoulders of the announcer telling about the program to be given. This is followed by the picture of an orchestra playing the latest dance hit. At the proper moment there drifts into the picture two dancers, who sway across the television stage to the rhythm of the music. You like these dancers—you wish they would return—but the show moves on. The next number may be a motion-picture film, because motion pictures are very clearly transmitted by television. At the end of a brief newsreel you are switched over to an outdoor scene, perhaps a golf lesson by a famous pro, whose every movement can be followed by the camera's eye . . . ALBERT F. MURRAY in *New York Times.*

★ ★ ★ ★
EVERYBODY
WHO IS
ANYBODY
IN
RADIO
IS
READING
RADIO DAILY
EVERY DAY
★ ★ ★ ★

NELSON EDDY TO HEAD CHASE-SANBORN SHOW

(Continued from Page 1)

on the NBC-Red. Up to yesterday the agents for the program, Trans-american Broadcasting & Television Corp., had not received any notice from J. Walter Thompson Co., Chase & Sanborn's agency, that they would pick up their second option on the "Do You Want to be An Actor" program.

What will fill in the gap between the signing off of the present program and the new series next fall is not clear, but it is possible that the "Spelling Bee" now on the Inter-City network may be put in this Sunday night period. Nelson Eddy in the new series will act as master of ceremonies, probably doing a stint similar to the one Dick Powell did in the "Hollywood Hotel" program on CBS.

Socony Again Sponsors Yale Football Schedule

(Continued from Page 1)

New Haven, and Yankee network stations on Oct. 2.

Complete broadcast schedule will include games with Maine (Oct. 2), Pennsylvania (Oct. 9), Army (Oct. 16), Cornell (Oct. 23), Dartmouth (Oct. 30), Brown (Nov. 6) and Princeton (Nov. 13).

Pick Best-Dressed Man

America's best dressed man and Hollywood's most fashionable movie star, selected by more than 300 tailors of the United States and Canada, will be named over the NBC-Red Network during a special men's fashion show program from Philadelphia at 6:35 to 6:45 p. m. today. Second and third choices will also be announced.

The broadcast is a feature of the golden jubilee convention of the National Association of Merchant Tailors of America now being held in Philadelphia. Women will be represented at this style show by Jane King.

That Noise

Noise and confusion that seeped through the receiving sets at the opening of the Eddie Cantor broadcast Sunday night has finally been explained in these parts via long distance phone call from Cantor.

Comedian said that a woman had brought a baby into the Wiltshire-Ebell theater, used as a studio, and the squall came with the opening of the show, confusion heightened when a squad of ushers ganged up on the miscreant. All of which did the cast no good.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS GRANTED

WLBG, Inc., Petersburg, Va., for renewal of license of station WPHR, Petersburg, Va. operating on frequency of 880 kc., 500 watts, daytime.

WMBG, Havens & Martin, Inc., Richmond, Va., to move station WMBG locally, install new equipment and increase power from 1210 kc., 100 watts, night, 250 watts daytime, unlimited except Sunday to 1350 kc., 500 watts, unlimited.

Times-Dispatch Publishing Co., Inc., Richmond, Va., for construction permit for new station to operate on 1500 kc., 100 watts, unlimited time.

KICA, Western Broadcasters, Inc., Clovis, N. Mex., Mod. of license to change operating hours from specified to unlimited, 1370 kc., 100 watts.

News Press Publishing Co., Santa Barbara, Cal., construction permit for new station, 1220 kc., 500 watts, unlimited time. Site to be determined subject to commission's approval.

Harold F. Gross & Edmund C. Shields, Saginaw, Mich., construction permit for station to operate on 950 kc., 500 watts, daytime. Site to be determined subject to commission's approval.

APPLICATION DENIED

Metro Broadcasting Co., Los Angeles, construction permit for new station 820 kc., 250 watts, limited time with WHAS.

W. T. Knight, Jr., Savannah, construction permit for new 1310 kc., 100 watts, unlimited.

Jack E. Brantley, Mrs. Jack E. Brantley and Jack E. Brantley, Jr., Savannah, construction permit for new 1310 kc., 100 watts, unlimited.

Niagara Falls Gazette Publishing Co., Niagara Falls, construction permit for new 630 kc., 250 watts, daytime.

Power City Broadcasting Corp., Niagara Falls, construction permit for new 630 kc., 250 watts, daytime.

Saginaw Broadcasting Co., Saginaw, Mich., construction permit for new 1200 kc., 250 watts daytime, 100 watts night, specified.

Century Broadcasting Co., Inc., Richmond, construction permit for new 1370 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATIONS

That the application of Eastern States Broadcasting Corp., Bridgeton, N. J., for construction permit be granted, subject to the commission's approval of the proposed site, 1210 kc., 100 watts, daytime.

That the application of Southwest Broadcasting Co., La Junta, Col., for construction permit be granted, 1370 kc., 100 watts, unlimited time.

That the application of Clark Standiford, Visalia, Cal., for construction permit be denied, 1310 kc., 100 watts, unlimited time.

That the application of Tulare-Kings Counties Radio Associates, Visalia, Cal., for construction permit be granted, 1190 kc., 250 watts, daytime only.

That the application of Beverly Hills Broadcasting Corp., Beverly Hills, Cal., for permit to transfer control be granted, 710 kc., 500 watts.

That the application of J. R. Maddox and Dr. W. B. Hair, d/b Chattanooga Broadcasting Co., Chattanooga, for construction permit be denied, 590 kc., 1 kilowatt, unlimited.

☆ ☆ ☆ "Quotes" ☆ ☆ ☆

"Broadcasting claims a more intimate relationship with the public today than perhaps any other utility and has captured the public fancy more than any other radio uses because it is so close to Mr. and Mrs. Average-American-Citizen-and-Family. It is estimated that radio has found its place in some 23,000,000 homes, and, if it is to enjoy the success to which it is entitled, if it is to strengthen its reception in the American home and hold its place there, it must deliver into those homes programs of high quality and entertainment which—above all—are wholesome and clean." — ANNING S. PRALL.

"All factors point to a year of importance for the playing of great music. Communications pour into studios no longer asking for 'little pieces', but instead demanding the performance of whole symphonies and the music of Bach, Wagner and Debussy. We have, I believe, gone far to meet these requests. We have formed symphony orchestras designed primarily for radio, completely competent to play the music as great composers envisioned it." — ALFRED WALLENSTEIN.

"I believe the time is coming when radio will become the mightiest engine for peace . . . This is predicated on the idea that we should give the microphone, not to politicians, sword-rattling professional soldiers, double-tongued diplomats, and, most of all, arrogant dictators, but to honest peace-loving exponents of racial and national claims of various peoples who will strive not to increase animosities or make bitter controversies more bitter still, but to present honestly, simply and clearly the position of their own countries and to voice the desire of the people for whom they speak, so that the differences, whatever they may be, may be ironed out without force, threats or attacks." —IRVIN S. COBB.

COURT PROPOSALS STIR RECORD RADIO DEBATE

(Continued from Page 1)

President delivered his message in person to Congress, 22 persons, including Cabinet members, members of Congress, judges and private citizens, have or will have spoken either pro or con on the President's proposals.

More speakers on the subject are being scheduled. Virtually every night since the President made his proposal to Congress, there has been at least one speaker expounding his views over the NBC networks. Ten spoke, or will speak, in favor of and twelve against the proposal. In addition, informal remarks were made over NBC by leaders in both houses of Congress immediately following the special broadcast of the President's message on Feb. 5.

Big Gains Are Shown In Instant Recordings

(Continued from Page 1)

ness of the Presto Recording Corp. last month showed an increase of 300 per cent over January, 1936, the company announces. Sales for the current month are setting new records daily in volume of business both in recording equipment and blank discs.

Chief among the reasons for the rapid expansion of recording activities, according to Presto, is the money making possibilities which have developed with the demands of advertising agencies for proofs of their broadcasts and auditions of successful local programs for their spot accounts. Practically all of the newly licensed broadcasting installations include recording equipment as station owners have found locally made transcriptions invaluable in their promotional work.

Newest idea has come from managers of baseball clubs who are now sending daily gossip via transcription from their southern training camps to their home town radio outlets. Stations in the vicinity of the training camps handle the recording.

ONE MINUTE INTERVIEW

JACK JENNEY

"More than any other medium, Radio offers the lesser-known bandleader a great opportunity to soar to national fame. This is due to the versatility of studio musicians who with but little rehearsal and on short notice can be whipped into shape and offer outstanding musical presentation. Many famous network commercials are featuring bandleaders who, previously, were but little known to the public."

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 9 NEW YORK, FRIDAY, FEBRUARY 19, 1937 FIVE CENTS

Music Code Hearing March 3

"HIT PARADE" SHOWS WILL USE GUEST STARS

Tomorrow night on the CBS "Hit Parade" broadcast, American Tobacco Co. (Lucky Strike cigarettes) will present Lauritz Melchior as the first in a new series of guest appearances on the regular broadcasts. Succeeding guests will be picked from the entire entertainment field and will offer testimonials for newspaper ads in addition to their performances on the air. The NBC broadcasts on Wednesday night will follow the same formula.

On the west coast, American

(Continued on Page 4)

Kellogg Will Exploit Chicago Baseball Games

Chicago—Kellogg Cereal Co. has signed a contract through the N. W. Ayer Agency here for a play-by-play baseball broadcast over WJJD, the Ralph Atlass station. While cost for airing of games is understood to be nominal, the total cost of the program will run several times the price of time since Kellogg is preparing to spend in the neighborhood of $100,000 for special exploitation and promotion. Special ballyhoo will in-

(Continued on Page 4)

Plumbers, Retail Bakers Sold on Broadcast Series

Newark, N. J.—The idea of using radio time has been sold by an enterprising advertising of a local station to a group of master plumbers and a group of retail bakers. The N. J. Master Plumbers Ass'n has endorsed plans for a 12-week half-hour program, with WNEW indicated as the choice for the experiment. Advertising announcements

(Continued on Page 3)

Plugging Prosperity

KFJZ, Fort Worth, has found that Prosperity Corner by plugging prosperity—on a 15-minute daily program. Prosperity news items from all over the country, plus boosts for city's own prosperity, are featured. All time on these programs has been sold to numerous small business firms who could afford to buy only an announcement. Program is profitable.

5,000th Broadcast

Anniversary program of "Three Little Funsters" over WMCA on Sunday night at 11-12:30, from the New Amsterdam Theater, will mark the 5,000th program broadcast by the Funsters. The male harmony team started airing for their sponsor, Sachs Furniture Co., 13 years ago and have been at it continuously ever since. The anniversary broadcast will have a long list of celebrities, including George Wallman, James Barton, Jerry Baker, Tom Waring, Rose Marie, Buddy Ray, Bob Hall, Zeke Manners, Eddie Davis, Lee Howard, Dorothy Manners, Bigelow and Lee, Loretta Clonen and others. Don Kerr will be m.c.

RADIO DEVELOPMENTS BASIS OF NBC SERIES

New quarterly series featuring O. B. Hanson, NBC Chief engineer, speaking on new developments in radio debuts next Tuesday, 7:45-8 p.m. E.S.T., over the NBC-Blue network. John B. Kennedy will appear on the first show.

Hanson will discuss the principles

(Continued on Page 6)

New Al Pearce Series On Michigan Network

Ford dealers of the Dearborn branch, Detroit, have signed Al Pearce to a new series of broadcasts to begin Thursday, Feb. 25. Programs will be heard over the Michigan net-

(Continued on Page 6)

Parley to Stamp Out Bribery of Radio Talent is Called by Federal Trade Commission

By M. H. SHAPIRO

Federal Trade Commission has notified the committee representing the popular music industry that March 3 has been set as the date for a conference which will put in motion the wheels of the fair trade practice code, designed among other things to stamp out bribery of radio talent. Committee will meet the Federal Trade Commissioners in Washington, iron out such details as may be subject of disagreement, and act upon any suggestions submitted by either radio or music in-

(Continued on Page 6)

75% OF CBS BILLINGS FROM FIVE INDUSTRIES

Seventy-five per cent of the gross revenue billed by CBS during 1936 was corralled from five industries, according to an industry break-down figure just released by CBS.

Food and food beverage manufacturers are in number one position, with expenditures of $5,216,744.

Drugs and toilet goods field come second with $4,885,770; tobacco ad-

(Continued on Page 6)

Six CBS Programs Renew for 52 Weeks

Four CBS clients, controlling six CBS programs, yesterday signed 52-week renewals which continues their respective programs on the air through 1937.

Renewals are: General Baking Co., New York (Bond bread), with "Guy Lombardo's orchestra" on 27 stations, Sundays, 5:30-6 p.m., effective Feb. 21. This is its seventh year on the air via CBS exclusively. Batten, Barton, Durstine & Osborn, Inc., New York, has the account.

American Home Products Corp., New York (Bi-So-Dol), on Feb. 26 renews "Broadway Varieties" 47 stations, Fridays, 8-8:30 p.m. Also

(Continued on Page 6)

20% RATE INCREASE FOR WBT ON MARCH 1

Charlotte, N. C.—WBT, local CBS outlet, will boost its rates 20 per cent on March 1, it is announced by William A. Schudt, Jr., general manager of the CBS office here. WBT's basic one-hour evening rate of $250 an hour goes to $300, with proportionate jumps in all other classes except daytime 50-word service announcements, which remain at $50 a week for seven.

Several weeks before issuance of

(Continued on Page 3)

Dickstein Bill Hearing Adjourned to Wednesday

Washington Bureau of THE RADIO DAILY

Washington — Following additional testimony yesterday by Charles H. Greeman, concert business manager, S. T. Ansell, general counsel of the American Federation of Musicians, Frank Gillmore, president of Actors'

(Continued on Page 6)

John G. (Jap) Gude is Appointed CBS Station Relations Manager

John G. (Jap) Gude, for the past four years director of publicity for CBS, has been appointed manager of the CBS station relations department, it was announced yesterday by Edward Klauber, CBS executive vice-president. Gude takes over his new duties on Feb. 23, and will be directly responsible to Herbert V. Akerberg, CBS vice-president in charge of station relations.

Donald A. Higgins, who has been

(Continued on Page 3)

Penna. Bill Specifies Truth in Advertising

Harrisburg, Pa. — Representative Anthony J. Gerard of Allegheny figures on the State shouldering some of the FCC's burdens and has offered a bill in legislature that would require the truth, and nothing but the truth, in all radio advertising. Measure would amend the act pro-

(Continued on Page 3)

Fibber Reforms

Fibber McGee, champion in the realm of untruths, heard at 8 p.m. on Mondays over the NBC-Red network, starts a truth-telling competition on Monday, Washington's Birthday.

The contest is to continue, it is stated, throughout 1937, with a prize offered to the winner.

RADIO DAILY

Vol. 1, No. 9 Friday, Feb. 19, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York. N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserеau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

NBC Signs Hildegarde For New Series of Eight

National Broadcasting Co. yesterday signed a new contract with Hildegarde, the Milwaukee girl imported to American radio from London. New contract calls for a series of eight programs to be broadcast every Saturday night over the NBC-Blue network, 10-10:30 p.m. Hildegarde is one of the highest paid sustaining artists on the air.

Buddy Cantor Back to WMCA

Buddy Cantor, former WMCA movie commentator who recently returned from a five months' stay in Hollywood, returns to that station next week in a similar capacity.

Coincident with his return, Cantor is understood to be changing his name. Probably the Hollywood influence.

John Hogan to Speak

John V. L. Hogan, president of Interstate Broadcasting Co., will talk on "Building a Better Radio Service" March 1 over WQXR, 9:30. He'll touch on high fidelity broadcasting and station policy.

FINANCIAL

(Thursday, Feb. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	178⅜	176½	176½	— 2½
Crosley Radio	26½	25⅝	26½	+ ⅛
Gen. Electric	60½	59⅝	60¼	.....
North American	30⅞	30¼	30¾	.....
RCA Common	12⅛	11⅞	11⅞	— ⅛
RCA First Pfd.	77¾	77¾	77¾	— ¼
RCA $5 Pfd. B		(103½	Bid)	
Stewart Warner	19½	19¾	19¾	+ ⅛
Zenith Radio	39⅞	38⅝	38⅝	— 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	18	17½	17½	— ⅛
Majestic	5⅜	4⅞	5⅛	+ ⅛
Nat. Union Radio	3⅝	3½	3½	.....

OVER THE COUNTER

	Bid	Asked
CBS A	49¾	51½
CBS B	49⅜	51⅛
Stromberg Carlson	18½	19½

Coming and Going

KEN MURRAY leaves for Lake Placid from his vaudeville tour of the mid-West. Will stay there for vacation until departing for Hollywood March 15. Begins Campbell Soup show from there March 31.

CHARLOTTE CHAIN returns Monday from Bermuda vacation.

MICKEY ALPERT leaves tonight for his home in Boston to get his clothes and return on Tuesday. Just came to town for a day and began radio negotiations which prompt him to remain here.

BETTIE GLENN of Publicity Associates entrained for Philly last night and back this morning on mysterious business.

KATE SMITH and TED COLLINS leave for Lake Placid until the next show.

ZEKE MANNERS and MR. and MRS. LESTER LEE leave Sunday for the week-end in Lakewood.

FRANCES FAYE leaves for Hollywood.

BILL BURTON of Rockwell-O'Keefe leaves for Chicago on Saturday to be gone until about March 1. It's a business trip.

A. K. SPENCER of the J. Walter Thompson advertising agency returned to the New York office from the west coast yesterday.

PHIL BAKER, now sunning himself in Florida, will be back in New York with Beetle and Bottle in time for their Feb. 28 broadcast over CBS.

EDWARD PETRY and HANK CHRISTLE are back in New York after a Chicago business conference.

LESLIE ATLASS has gone to California from Chicago.

Tavannes is Launching Script Series on Coast

Tavannes of America, Inc., New York (Tavannes watches), on March 28 will begin a 13-week series of script programs on five CBS Pacific coast stations (KNX, KOIN, KGB, KSFO, KOL), Sundays, 7:45-8 p.m. P.S.T. Program will be known as "Split Seconds in History" and will originate from KNX. Milton Weinberg Advertising Co., Los Angeles, is the agency.

Tulsa Store Adopts 30-Min. Script Show

Tulsa, Okla.—Brown-Dunkin, Tulsa's leading department store, on the air over KTUL ever since the station opened three years ago, recently adopted a new 30-minute program known as the "Brown-Dunkin Tabloid" featuring a cast of actors in a script show entitled "The Grubb Family", Milton Slosser at the organ, and store news read by the station announcers.

The series is produced by Gene Loffler and written by Mary Jane Bowen under the supervision of Charles Bush, continuity editor.

Station Reps Expanding

Chicago—Edward Petry and Hank Christle have returned to New York following conference with their third partner Ed Voynow. While together here trio set up policies and plans for the coming year for the Petry station rep organization.

Group is aiming for at least five more stations and are particularly interested in obtaining stations here and in New York.

Joins KTUL Staff

Tulsa, Okla. — Recent addition to the continuity staff of KTUL is Mary Jane Bowen, formerly advertising manager of Seidenbach's, women's specialty store. Miss Bowen is to write the Brown-Dunkin Department Store script and commercial for local accounts with feminine appeal. KTUL's continuity staff now numbers five.

NBC-Paramount Series Will Start on March 14

West Coast Bureau, THE RADIO DAILY

Hollywood — New variety program in which NBC will use talent from the Paramount studios has been set to start March 14. It goes over the NBC-Red network on Sundays, 12-12:30 p.m. Among Paramount personalities available for the broadcasts are W. C. Fields, Edward Arnold, Lew Ayres, Claudette Colbert, Ben Blue, Mary Carlisle, Roscoe Karns, Dorothy Lamour, Johnny Downs, Gladys Swarthout, Charlie Ruggles, Shirley Ross, Lynne Overman, Eleanore Whitney and others.

Denies Bobby Breen For Nat'l Broadcasting

West Coast Bureau of THE RADIO DAILY

Los Angeles — Sol Lesser denied last night that Bobby Breen has signed with National Broadcasting, stating that Breen's only air appearances would continue to be on the Cantor show over the Columbia network for which he is contracted through April 1. Also that Mrs. Berg reported to have signed with National for Breen's scripts, will assist in the production of Breen's next movie, "Boy Blue", to be filmed in April by Principal Productions. According to the statement made Wednesday by National Broadcasting, Breen was signed for a program called "The Singing Kid", four scripts of which had been completed by Mrs. Berg.

Ellen Davis Resigns

Ellen Davis, for the past year, assistant to Gar Young, NBC director of trade news, has resigned to enter the trade paper field.



Leo Says
TONIGHT'S BEST BET:
WHN Movie Club—guest star: Lenore Ulric from 8 to 9 p.m
Sat.: "Flame Fighters" from 7:30 to 8 p.m.
WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

YOUR RADIO PILOT
By AL TURNER



Lanny Ross and his Maxwell House Show Boat offered such a superlative program last week that they won the Weekly Pilot Award of Merit . . . presentation was made last night after another outstanding air-show, with Jackie Coogan and Mitzi Green (quite grown up!) as guest stars . . . You've been hearing about this important, much-sought designation of excellence that stamps the winners as definite air-headliners . . . Who's your nomination? Write . . . Tonite 'twill be Hollywood Hotel, with a tabloid version of Black Legion . . . Fred MacMurray M.C.ing . . . John Held's U. of Penn Varsity Show is promising . . . Be There with



LANNY ROSS

YOUR PILOT RADIO
By POPULAR DEMAND

Choose the set favored by radio executives and radio performers for their own use . . . the amazing new Pilot! A Side-by-Side Demonstration will convince you. In direct competition, note Pilot's richer tone, more dynamic power (due to exclusive Tranex Beam Power Circuit), superior freedom from interference. Enjoy unsurpassed Foreign as well as Domestic Reception. Hear Pilot's supremacy for yourself! Illustrated 1937 folder on request. Phone STillwell 1-5155 for Radio Information, or name of Pilot Dealer nearest you.

Superb Pilot Radios
29.50 to 147.50

Pilot
RADIO CORP.
"The Standard of Excellence"
3710 36th St., Long Island City

JAP GUDE NOW HEADS STATIONS RELATIONS

(Continued from Page 1)

serving as CBS news editor for three and half years succeeds to Gude's present post. No successor has been announced for Higgins' position.

The official CBS announcement stated that, because of increasing pressure in the station relations department, Gude is being detached from his present assignment and would assist H. V. Akerberg for an indefinite period, during which time he would have the title, manager of station relations. Don Higgins is taking Gude's job with the title, acting publicity director.

Gude joined CBS seven years ago as a member of the CBS special events department for two years, then to the publicity department where he has since remained. Before coming with CBS, Gude was with the Tide Water Associated Oil Co. for four years as a member of the advertising and promotion department. Gude is a graduate of Brown University.

Don Higgins has spent all his five years with CBS in the publicity department, coming over from the NBC press department, where he was for two years. In 1930, he was a U. P. Washington correspondent covering the Senate and for six years served U. P. in various capacities as bureau manager and as business representative in the southwest.

The rest of the CBS station relations department personnel remains unchanged. Edith M. (Peggy) Stone continues as office assistant, with Hazel Westerlund as her assistant. Lincoln Dellar who has been the station relations department's field representative will also remain in this post.

Penna. Bill Specifies Truth in Advertising

(Continued from Page 1)

hibiting false statements of quality of merchandise and place aircasting within the same restrictions imposed on newspapers, magazines and periodicals.

Spell of the Moon

A CBS switchboard statistician comes through for the age-old theory that human emotions are influenced when the moon waxes full. Reports kept by the phone operators reveal that the boards are literally swamped with calls several days before and after the moon reaches its zenith.

Both men and women talk for half an hour, seeking to send flowers to Miss So-and-So, or speak as though they could do violence to Mr. So-and-So. All according to the reaction of a certain type program.



● ● ● Buddy Hassett, first baseman for the Brooklyn Dodgers, auditions Wednesday morning for the Joe Cook show—as a singer....Sir Hubert Wilkins, the explorer, just signed by an agent for radio-peddling....His wife, Lady Wilkins, is a night club singer now....Al Shayne's contract with Sally's WHN airing expires March 28....He won't re-sign....Bob Taplinger's brother, Sylvan, will try to fill Vic Knight's job with the Kate Smith hour following next week's airing....Sid Gary and Frances Hunt to be starred on a furniture store show.

● ● ● *Little Ann Little, the Betty Boop of the movie cartoons, to act as stooge for the planned Mickey Alpert commercials....Arthur Boran, the mimic, Mary Small and the Three X sisters, open at Fay's theater in Philly the 26th....Harry Rose starring at Benny the Bum's in that city....Jean Paul King renewed as Metrotone commentator....Robert E. Egan, NBC salesman, returned to his desk after two-month illness....Swell tie-up Harry Davies and Walter Fleischman made with the Daily Mirror and Eddie Davis of Leon & Eddie's. Paper is laying out the cash.*

● ● ● Because his guestar shot for Rudy Vallee was so sensational, A. L. Alexander has been signed to do a similar writing and commentary job on Saturday's Shell show with a tribute to Washington....Two top-notch comedians paid $100 each for Jim Madison's oldest joke book, "Madison's Budget"; the same gags which he'll read on Harry Hershfield's Laugh Parade via WMCA tonite....Harry will trace the history of the gags and black-outs of some of the amateur humorists....Press agents are yelling because radio dramatic critic plugged a show via his program. The critic is p. a. for the show....George M. Cohan, Albert Spalding and Eddy Duchin star on "Magic Key" Sunday.

● ● ● *"I Love You From Coast To Coast" on the Kate Smith show last night was sung by eight-year-old Sybil Elaine. She was sensational....T. Collins begins another build-up with her....Sally Breen, Bobby's sister, taking vocal lessons....Arnold Johnson and his band renewed for 13 weeks on the Feen-a-mint show....Gordon and Revel's score from "Head Over Heels in Love" featured in medley of tunes during the past week by 17 bands, as a tribute to the boys.*

● ● ● Radio Row getting a preview-peek of the latest in Parisian haircuts for men via Lester Lee's....Irving Reuben, Arnold's son, tells about celebrities' food over WNEW this afternoon.....Elena Mercedes Maria Jiminez de Echagaray Ct. De Torreon is the name of the WHN receptionist ....Don't worry, they call her "Jimmy"....Al and Lee Reiser off the Ford Show because their Friday rehearsals interfere with their Ralph Kirbery airing....Robert E. Egan, NBC salesman, returns to his desk Monday after two month illness....Jean Paul King, the announcer, renewed with Hearst Metrotone News....

20% RATE INCREASE FOR WBT ON MARCH 1

(Continued from Page 1)

the new WBT rate card, the station sent notices to all prospective advertisers notifying them of the rate increase and informing them that contracts signed up to March 1 could start within 60 days and retain the protection of the old rate card up to and including Feb. 28, 1938.

The station also protected its entire list of current advertisers on the old rate by issuing a new contract to all from March 1 to Feb. 28, 1938. All local current business had been renewed for 52 weeks at this writing.

The new rate card No. 11 employs weekly frequency discounts, dollar volume discounts, and discounts for consecutive weeks of uninterrupted broadcasting.

Radio advertising on WBT, 50,000 watt dominant southeastern station, reached an all time high in the 15 years' history of the station in January and all indications are that February and March will set other new records inasmuch as all night time spots are already sold out and only a few 15-minute strips of time remain during the daylight hours.

Plumbers, Retail Bakers Sold on Broadcast Series

(Continued from Page 1)

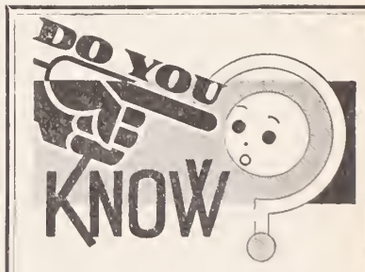
will be of the institutional type. Suggestion for a national campaign will be made by the Jersey group at the national association convention in Atlantic City late in May.

The N. J. Bakers' Board of Trade contemplates a 10-week series of daily broadcasts to call the public's attention to the wares of the retail bakers. If successful, it is planned to interest bakers in neighboring states to go in on a bigger series.

Overman "Para. on Parade" m.c.

West Coast Bureau, THE RADIO DAILY

Hollywood—Lynne Overman will act as studio guide to visiting celebrities as guests of the day in "Paramount on Parade" program which starts March 14.



There are 25 broadcasting stations throughout China at present. Two new ones are now being constructed at Kagoshlura and Toyama, with five others to be installed during current year. Owing to geographical conditions, seven stations possess power of 10 kilowatts. Top power 75 kilowatts.

The DIAL

RADIO is offering a contribution to health of the community in a new series of broadcasts being presented over WOV Saturdays at 11:45 a.m. and Mondays at 4:30 p.m. under the auspices of the People's Medical League. The People's Medical League, chartered under the laws of New York State, is a non-profit, mutual membership society, under the cooperative health plan by which families of small incomes can obtain honest medical, dental, eye, throat and any other health care from private practitioners at greatly reduced fees.

WPG, Atlantic City, which visualizes seaside recreations and health advantages continually, has inaugurated a "Vacation Time" program which takes the air at 5 p.m. each Tuesday and Thursday. The purpose of this program, which is in the nature of an airplane trip over the resort, is to show that the resort has "something for everyone."

KCKN, Kansas City, Kansas, is now on the air with a 30-minute community sing which is broadcast nightly at 8:30 from the Granada Theater, movie house. The sing is staged between shows and is mc'd by the station's program director, Karl Willis.

Starting Sunday, the program of Famous Homes of Famous Americans will be heard from KDKA (Pittsburgh) regularly at 1:45 p.m. The next transcription will take listeners on a visit to the White House, home of America's first families. Highlights of the original construction and the several remodeling operations and additions down through the years will be described to show what caused the changes in the appearance of the famous building.

The Voice of Youth will predominate at the weekly American Town Hall meeting to be broadcast Feb. 25, 9:30-10:30 p.m. over an NBC-Blue network.

Jimmy Murray will bob up tomorrow morning at 10:30 a.m. over WCAE, Pittsburgh, with an entirely new program, "Future All-Americans." Jimmy, long a sportscaster and writer and a sports enthusiast at heart, is out to see that the grade school Jimmy Joneses of Pittsburgh show up in plentiful numbers 10 years hence when the All-American teams are picked. Bill Benswanger, president of the Pittsburgh Pirates, will have a message to youngsters in the sports world on the same program. Jimmy will be heard every Saturday morning at the same hour.

RADIO PERSONALITIES

No. 5 in the Series of Who's Who in the Industry

BERNICE JUDIS. Manager of Station WNEW. There are six femme top-kicks in the industry, she is the only one in New York. Ex-Barnard student, she got her early business training in her dad's real estate office, family being prominent in this field. First taste of radio while with a large advertising agency and from there was appointed manager of WNEW at its inception in the spring of 1934. Is considered the brains behind the station's exploitation, from the spectacular down to special events. Typical New York gal, she is still under thirty. Proving that she is a real she-woman, she chews gum nervously and incessantly, but will fire anyone else harboring a cud around the office. Station being on the air 24 hours a day, she almost puts that amount of time listening in to catch "hitches." Once fed her authoritative voice into a mike, but called it quits thereafter. Her direction of the station's policies brought it up to fifth place from scratch, in the Metropolitan area.



Introducing WNEW's Femme "Top Kick"....

Kellogg Will Exploit Chicago Baseball Games

(Continued from Page 1)

clude guest appearances of famous personalities of the diamond and other sport stars among those scheduled to date being Babe Ruth, Tris Speaker, Joe E. Brown, Jack Dempsey, Pat O'Brien of the films and various other celebrities. John Harrington, sportscaster is being imported from WBBM to handle the baseball descriptions.

St. Louis—KWK, Mutual outlet, and KMOX, local Columbia station, have signed contracts with the St. Louis Cardinals of the National League for radiocasting of all baseball games played at Sportsmen Park the coming season, with the exception of the Sunday and holiday bookings. Each station will pay the Cardinals $7,500 for the privilege, the same price paid last year.

KWK and KMOX are also dickering with the new owners of the St. Louis Browns of the American League to broadcast their games at Sportsmen Park.

General Mills will bankroll the KWK broadcasts of the Cardinal games, with Johnny O'Hara as the announcer, while Kellogg will sponsor the KMOX end of the arrangement. As usual France Laux, Columbia sports commentator, will be at the mike at Sportsmen Park.

"Hit Parade" Shows Will Use Guest Stars

(Continued from Page 1)

Tobacco, (Roi-Tan) cigars will begin a new series over the CBS Pacific Coast group (KHJ, KOIN, KGB, KSFO, KOL) on April 5. Contract calls for 26 shows to be aired every Monday, Wednesday and Friday, 10:30-10:45 p.m. E.S.T. Program will be called "Man to Man Sports." Lord & Thomas handling the Lucky Strike show, while Lawrence C. Gumbinner is the agency for Roi-Tan.

Announcers Are Added By Kansas City Stations

Kansas City — KXBY has added Glenn Squires, of Janesville, Wis., to the sales staff and Paul Snider to the announcing staff, while Ray Sweeney, until recently continuity director for the station, is now with WKZO, Kalamazoo, Michigan in the same capacity, KXBY is also completing negotiations for an oil company sponsor for their 15 minute Rod and Reel hunting and fishing program which will be presented twice weekly by Roland Quinn, hunting and fishing editor of the Kansas City Journal-Post. The program will feature hints to sportsmen, Resort news, and prizes for record breaking fish reported by listeners.

KCKN has added three new announcers, Kenneth Yong, Randal Jessie and Ralph V. Nelson. Latter comes from KWBG, Hutchinson, Kans., to handle sports broadcasts.

See Well-Done Dramas Liked By Air Listeners

West Coast Bureau, THE RADIO DAILY

Los Angeles — Analyzing the new radio surveys which put Lux Radio Theater at top of our programs, and next to Benny and Cantor as preferred air entertainment, J. Walter Thompson agency is beaming happily at having upset the old belief that if a radio show is to click, it must be music or comedy.

"We have proved that if a dramatic show is well done on the air, the public will listen to it," declared E. J. Fortman of the agency office here.

Since they began using picture people last June, he says, they have made contracts calling for not less than 25 hours rehearsal for each production, with as many as 40 hours on some shows. Surveys showed a steady climb in public favor, with the past five weeks reports making phenomenal gains, he said.

MUSIC

ED WYNN, Jacques Fray and Mario Braggiotti join musical forces during the Wynn broadcast with Graham McNamee over the NBC-Blue network, Feb. 27. The comedian will provide impromptu interpolations to the Fray and Braggiotti arrangements, in a three-piano musical burlesque.

According to Standard Radio, Inc., a new Seger Ellis dance band, without benefit of saxes or violins, consisting of four trombones, four trumpets, a clarinet, two pianos, drums and bass, has clicked in a big way. Special arrangements are by Spud Murphy.

Glenn Young and band are at the Park Plaza's Crystal Terrace Room in St. Louis. He was vocalist with Linda Lee at KMOX during winter of 1933.

Two original ditties by Al Clauser and Tex Hoepner of Clauser and His Oklahoma Outlaws, WHO Radio cowboy band, will be featured in western flicker they will make for Republic. Songs are published in a book of original songs by both boys, prepared by west coast music publisher.

Bobby Godet is added to the Shep Fields outfit as vocalist Feb. 26. He's been recording with them for months.

Sammy Kaye's fan mail has reached terrific proportions since his band has been coast-to-coasted via WCAE-Mutual Pittsburgh.

Six Local Firms Sponsor Kitchen Show on KXBY

Kansas City—KXBY will inaugurate next week a new kitchen show to be sponsored jointly by six local firms on a 13-week agreement. The 15-minute program, aired every week day morning, will present a mother explaining the mysteries of food preparation to her daughter, a young bride. Each separate instalment of this script show will be sponsored by an individual firm with names of the others being mentioned in the commercial, the firms alternating in the featured spot.

WGN Astronomy Series

Chicago—A New series of interviews with Parker Wheatley on astronomy makes its debut Tuesday at 10-10:15 over WGN under the title of "Night Skies and Beyond." Dr. Oliver Justin Lee, professor of astronomy at Northwestern and director of the Dearborn Observatory, will answer popular questions about the stars. Similar broadcasts were given last winter and spring.

Los Angeles

COLUMBIA has rearranged several departments to make more room, relieve congestion, consolidating the local and national sales departments in one room, moving publicity to an office of its own just off the entrance lobby.

Mary Pickford, now in a Hollywood hospital after an operation, has booked passage on the Queen Mary for March 10. She is due to return to Pickfair within the next few days.

Chili Bowl, restaurant chain, has signed, and will begin immediately on a two times a week sports program on KEHE. Allied Advertising Agencies placed the account. Sam Balter, athlete and associate of Frank Bull, Associated sportscaster, will make it a "Sports Page of the Air," with best freak story, best game of the week, etc.

Sidney Skolsky, runner up to Winchell as newspaper columnist and Mary Garden, will be interview guests on Bing Crosby's Kraft show for Feb. 25.

Harrison Holliway, general manager, and Glen Dolberg, program director for KFI and KECA returned to their desks after battling the flu.

Starts Sport Guests

Jocko Maxwell, sports commentator of WLTH, has inaugurated a sport guest of honor feature on the WLTH Sports Parade program heard every Saturday at 6 p. m. Jimmy Powers, sports writer of the New York Daily News, faces Jocko Maxwell's snappy queries on Saturday. The sport fans along radio row are still talking of Maxwell's clever interview with Bobby Hassmiller, Fordham University's star center last Saturday.

Griffen Holds Auditions

Griffen All-White Shoe Cream auditioned singers yesterday for a new series to start early in March. Program will be heard over the basic Blue and South Central groups. Bermingham, Castleman & Pierce is the agency.

For Art's Sake

The Minsky brothers rushed to the WNEW mike last night and with the aid of a commentator and two strip-teasers, came out for the Dickstein alien actor bill.

Burlesque magnates and their gals stated that American stage must be kept safe for the American strip artists and keep out the foreigners who believe art is not necessary in disrobing before the public.

Chatter

KVSO, Ardmore, which has for its slogan, "The Voice of Southern Oklahoma," was instrumental in the recent Red Cross drive for funds for flood sufferers of the Ohio and Mississippi valleys. Fifteen minutes after Ardmore's quota had been set, the radio station gave its first plug in behalf of the campaign for funds. By the next morning, the quota had been doubled and a few hours later it had been exceeded four times. Before the campaign ended, Ardmore, a city of 18,000 people had exceeded its quota by eight times to raise more than $4,000 for the Red Cross. Throughout the entire campaign, KVSO continued to give generously of its time in support of this worthy campaign. KVSO is owned and operated by the Daily Ardmoreite.

Clair Heyer, KXBY (Kansas City) publicity director, has been confined to his home all week by the flu, but is expected back to his desk by the first of next week.

Paul Althouse of the Met. will be the guest of Ethel Peyser, critic and author of "The House That Music Built", on the "Music in Gotham" program Monday, 9:45.

Bobby Roberts, ex-master of ceremonies, is working very hard to pull a successful comeback as a radio crooner. He is giving tri-weekly concerts for Station WTMV, East St. Louis, Ill., and also works every night in the week at the Green Diamond night club in Belleville, Ill.

Joan Kay, Chicago radio actress, was in Salt Lake City this week for the Fair Trade Practice laws meeting.

Allen Prescott, radio's erstwhile "Wife-Saver," is planning to carry his message into the home through the medium of the printed page. Negotiations are underfoot for Prescott to edit the Household Hints section of a feminine Beauty Magazine to be issued by his current soap sponsor and distributed on a nation-wide scale through the stores handling the sponsor's products.

KFXR manager, B. C. Thomason, and Commercial Manager Bob Ellis-ton, Oklahoma City, were among the honored guests at the annual meeting of the Texas League officials held in Tulsa. League officials reported favorably toward baseball broadcasts, something that they have frowned upon heretofore. Some Texas League teams will permit home game broadcasts this year, while all teams are agreed that broadcast of the away from home games is quite beneficial to the great American sport.

Congressman Sol Bloom of New York will speak via WMCA Monday night on George Washington.

The voice of Ralph Wentworth, veteran announcer, who now heads the firm of Langlois and Wentworth, will be heard again on the air over 236 stations in the United States during the next two weeks. Wentworth, whose voice has been stilled by executive duties since the famous Lindbergh reception in 1927, stepped in and subbed for John Holbrook when the latter's voice broke under the strain of laryngitis while he was recording at the RCA-Victor studios.

The famous Russian Cathedral Choir under the direction of Nicholas Vasilieff has been signed by Langlois and Wentworth. Deal made by Ralph Wentworth calls for recording to start immediately. A special Easter program by the choir will be released immediately to all stations using Lang-Worth planned program service.

WWVA, Wheeling, W. Va., is mourning the loss of Velma Young, for years a member of the "Jack and Velma" program. She passed away a few days ago.

Chicago

LESLIE ATLASS, vice-president of CBS in the midwest, has finally gone to California after having postponed his departure because of Wrigley Red Cross benefit broadcast. While he is away, Jack Valkenburg will be nominal head here.

Movie scouts have been in active evidence in local radio studios during the past week with reps of five major cinema concerns looking over the talent. Virginia Clark and Louise, air actresses, first to be given Hollywood tickets.

George Wilkens of WBBM died this week of a heart attack.

WMCA Airing Rackets

Restaurant and hotel rackets, as brought out in the current probe by Special Prosecutor Dewey, form the basis of three WMCA broadcasts next week in the Thrilling Detective Dramas series. "Kick-Back" will be presented Monday night at 9 p. m., followed by "Shake-Down" and "Crime Incorporated."

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

75% OF CBS BILLINGS FROM FIVE INDUSTRIES

(Continued from Page 1)

vertisers, $3,052,924; automotive field, $2,533,971; petroleum industry, $1,599,034.

Complete report by industry and clients appears on this page.

Dickstein Bill Hearing Adjourned to Wednesday

(Continued from Page 1)

Equity Ass'n, and various others, hearings on the Dickstein bill to curb foreign talent importation were adjourned until Wednesday.

Ansell said his organization favored the measure so long as any reference to instrumentalists and conductors was entirely stricken out.

Freeman took exception to what he termed the control of concert talent by Columbia Concerts Corp. and National Broadcasting Artists Bureau.

Gillmore said it would be in the interests of art to allow certain players to enter the country freely.

New Al Pearce Series On Michigan Network

(Continued from Page 1)

work, 8-8:30 p.m. Following stations will pick up the show: WXYZ, WELL, WIBN, WKZO, WFBF, WOOD-WASH, WBCM, WJIM and WSPD. Latter is not affiliated with Michigan network, but will be allowed to pick up show at sponsor's request. Program will be tagged "Al Pearce's Amateur Round-up," and feature the same cast that now appears on the CBS coast-to-coast program also sponsored by Ford. Program will plug dealer's used cars. N. W. Ayer & Son is the agency.

Radio Developments Basis of NBC Series

(Continued from Page 1)

and operation of the new unidirectional velocity microphone used by NBC in the opera broadcasts and the lofty vertical radiator antenna recently installed on the WJZ transmitter.

Tom Terriss in Hospital

Tom Terriss, producer-adventurer entered St. Luke's Hospital yesterday afternoon for an eye operation. Terriss is one of the four remaining survivors of the 20 men who were present at the opening of King Tut's tomb. His newest radio show is called "Weird Happenings", now in the hands of Rockwell-O'Keefe agency. Terriss' eye operation comes as a result of a collision with an ancient Egyptian mummy nearly a score of years ago.

Industry Classifications of CBS Billings for 1936

AUTOMOTIVE	
Chrysler Corporation, Chrysler	$ 358,857
Chrysler Corporation, Dodge	5,291
Chrysler Corporation, Plymouth	130,699
E. I. du Pont de Nemours & Co., Zerone	6,600
Ford Motor Co., Ford Motors	1,456,773
Ford Motor Co., Lincoln	72,125
General Motors Corp., Chevrolet	97,335
General Motors Corp., Pontiac	98,700
Nash Motors Co., Nash	89,790
Packard Motor Car Co., Packard	111,325
Studebaker Sales Corp., Studebaker	106,476
	$2,533,971
CIGARS, CIGARETTES & TOBACCO	
American Tobacco Co., Lucky Strikes	$ 572,615
Brown & Williamson Tobacco Co., Kool & Raleigh Cigarettes	6,930
Consolidated Cigar Co., Harvester Cigars	48,750
Liggett & Myers Tobacco Co., Chesterfields	1,095,810
R. J. Reynolds Tobacco Co., Camels	954,149
U. S. Tobacco Co., Model & Dill's Best Tobacco	374,670
	$3,052,924
CONFECTIONERY & SOFT DRINKS	
Clicquot Club Co., Gingerale	$ 2,885
Coca-Cola Co., Coca-Cola	171,025
Wm. Wrigley, Jr., Co., Chewing Gum	1,017,456
	$1,191,366
DRUGS & TOILET GOODS	
Affiliated Products, Inc., Kissproof & Outdoor Girl	$ 163,457
Affiliated Products, Inc., Louis Phillipe	65,498
Affiliated Products, Inc., Edna Wallace Hopper	171,522
Bayer Chemical Co., Aspirin	60,266
The Bisodol Co., Bisodol	282,568
Colgate-Palmolive-Peet Co., Palmolive Soap	508,089
Colgate-Palmolive-Peet Co., Shaving Cream	369,828
Gillette Safety Razor Co., Safety Razor	286,939
Health Products Corp., Feenamint	24,787
Kleenex Co., Kleenex & Quest	214,707
Kolynos Co., Kolynos Dentrifice	244,034
Laco Products, Inc., Shampoo, Soap, etc.	9,545
Lady Esther Co., Cosmetics	349,428
The Larned Co., Hill's Cold Remedies	36,300
Lehn & Fink Products Co., Hind's Honey & Almond	123,354
Lehn & Fink Products Co., Lysol	53,385
Lehn & Fink Products Co., Pebeco	196,030
Lever Brothers Co., Lifebuoy Soap	169,760
Lever Brothers Co., Lux Toilet Soap	715,819
Moonglow Cosmetic Co., Nail Polish & Remover	6,560
Chas. H. Phillips Co., Phillips Dental Magnesia	56,171
The Pompeian Co., Toilet Preparations	57,283
Sales Affiliates, Inc., Zotos Permanent Wave	116,390
Vick Chemical Co., Vick's Cold Remedies	134,960
Wasey Products, Inc., Barbarsol	55,511
Wasey Products, Inc., Proprietaries	246,681
Wildroot Co., Toilet Preparations	145,915
Wyeth Chemical Co., Jad Salts	20,983
	$4,885,770
FINANCIAL & INSURANCE	
Beneficial Management Corp., Loans	$ 56,508
Group of American Banks, Banking Service	43,501
	$100,009
FOOD & FOOD BEVERAGES	
Campbell Soup Co., Campbell's Soups, Baked Beans, Tomato Juice	$1,294,854
Continental Baking Co., Wonder Bread	639,572
Corn Products Refining Co., Karo, Mazola, Kremel	242,265
Cream of Wheat Corp., Cream of Wheat	105,688
R. B. Davis Co., Cocomalt	60,630
Durkee's Famous Foods, Ltd., Foods	2,700
General Baking Co., Bond Bread	175,370
General Mills, Inc., Bisquick-Kitchen Tested Flour, Soft-as-Silk, Wheaties, etc.	758,690
Wheaties	95,806
Great A & P Tea Co., A & P Coffees	566,060
Hecker H-O Co., Force & H-O Cereals	108,481
H. J. Heinz Co., "57" Varieties	306,006
Geo. A. Hormel Co., Chili con Carne and Soups	58,518
Illinois Meat Co., "Broadcast" Products	16,196
Knox Gelatine Co., Gelatine	37,665
Maltex Co., Maltex Cereal	39,000
Pet Milk Sales Corp., Pet Milk	287,671
Pillsbury Flour Mills Co., Pillsbury Flour	16,485
Sperry Flour Co., Flour	9,500
Ward Baking Co., Bread and Cake	212,242
Wheatena Corp., Wheatena	183,345
	$5,216,744
HOUSE FURNITURE & FURNISHINGS	
Mohawk Carpet Mills, Inc., Carpets and Rugs	$ 177,816
JEWELRY	
Elgin National Watch Co., Clocks and Watches	$ 85,884
Tavannes of America, Watches	6,000
	$ 91,884
LUBRICANTS & FUEL	
Atlantic Refining Co., Gas and Oil	$ 291,162
Barnsdall Refining Co., Gas and Oil	4,045
D. L. & W. Coal Co., Blue Coal	46,562
Gilmore Oil Co., Gas and Oil	480
Gulf Refining Co., Gas and Oil	359,974
Phillips Petroleum Co., Gas and Oil	22,760

(Continued on Page 7)

MUSIC CODE HEARING IS SET FOR MARCH 3

(Continued from Page 1)

terests, talent and business end of the former included.

Another meeting date will be set for general attendance before final adoption of the code of fair trade practice, after which it will go into effect and be binding both upon the music men and radio or other talent with whom the former comes in contact.

Before the code takes effect, in so far as the bribery clause is concerned, each side will have an opportunity to purge itself in any individual case wherein an alleged bribe took place either on the giving or taking end. By presenting or explaining the case in question, it may forestall investigation by the FTC and resultant penalties provided in the code.

Any radio artists involved in a situation where money or gifts directly or indirectly was received from a music publisher or his representative, and which may be construed or misconstrued as a bribe, has the privilege of communicating with John G. Paine, chairman of the board of the Music Publishers' Protective Association, so that the matter may be taken up prior to actual operation of the code and the industry comes under the direct supervision (as to fair trade practices) of the FTC.

This applies either to the donor or receiver of the bribe in question. Suggestion or complaints also are to be forwarded to Paine. Such complaints may be in the nature of a music man complaining about a certain artist who demanded fees for singing a song, or an orchestra leader for playing the number. Whatever purging is done now will probably preclude investigation of the matter later on.

Leading music men are being backed by program directors of the leading networks. Latter include such officials as John Royal, vice-president in charge of programs for National Broadcasting Company. Royal has long been among those who believed that radio should be free of paid plugs, and has done much to help stamp it out.

Six CBS Programs Renew for 52 Weeks

(Continued from Page 1)

its "Hammerstein Music Hall" (Kolynos toothpaste), which is on 45 stations, Tuesdays, 8-8:30 p.m., effective Feb. 23. Blackett-Sample-Hummert, Inc., New York, services both accounts.

Gulf Refining Co., Pittsburgh (petroleum products) through Young & Rubicam, Inc., New York, on Feb. 21 renews Phil Baker on a 60 station network, Sundays, 7:30-8 p.m.

Horn & Hardart, lunch room chain, has signed a renewal on its WABC program, "Horn & Hardart Children's Hour", Sundays, 10:30-11:30 a.m., effective Feb. 21. The Clements Co., Inc., Philadelphia, is the agency.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

IF cleanliness is akin to what the gullible think it is....the godliest woman in radio is Vivia Ogden....who commercials for Rinso, Lux, Chipso and Bab-O....What—no Ivory Soap? Did you know that Dee Collins of "Ed Fitzgerald & Co." is the widow of Jimmy Collins, test pilot....who auditioned over WOR just before he crashed in 1935?.... Add another femme stooge....Beatrice Pons....for East & Dumke....Tim and Irene auditioning for a new sponsor today....WNEW adds Ruth Stillman, who was with the old Newark outfit, to its continuity department....Katherine Rand, who vocalizes with Micky Alpert, has a perfect right to gold-dig if she likes.... the gal owns the Kay Rand Gold Mine up Toronto-way.....Lucile Ryman, Universal's talent scouting lass, will be the object of interest on the Jeff Sparks Sunday broadcast....in place of Estelle Taylor....on account of La Belle Taylor had non-cancellable theater engagement in Baltimore.

▼ ▼

Barbara Lamarr, brunette breathtaker, once adorned a cashier's cage in New Bedford, Mass....Now she provides the romance in "Romance in Rhythm"....program which premieres March 9....via WOR Mutual....Nat Brusiloff, the "Embassy Trio," and the "Keymen Quartet" furnish the rhythm ....Ann Elstner, "Martha Booth" of "Trouble House," caught a whale of a sailfish down Florida-way....had the piscine prize mounted....it will occupy place of honor at the National Sportsmen's Show, Grand Central Palace.... First cocktail party with non-imbibing guest of honor on record was tendered it Wednesday....Lenore Ulric....now visible in "Camille" is Radie Harris' guest tonight over WHN.

▼ ▼

Viola U. North, globe-trotting lecturer ....will tantalize land-lubbers Saturday over WMCA.....without benefit of Baedeker....she'll talk on "How to Plan a Cruise"....complete with sartorial suggestions and ideas on itinerary.... Leonard Harris of the Brooklyn Daily Eagle is interviewer....Cantatrice Rosemarie Brancato assumes the role of Clara Louise Kellogg vocalizing at Academy of Music in 1863....at the WJZ Father of His Country birthday broadcast festivities....."Big Sister's" Alice Frost fought "flu" in Florida.....then her home-coming train collided with a car ....Alice was bumped, but unhurt....

Station Flashes

NEW commercial accounts for KFJZ, Fort Worth, are Worth Clothiers, featuring the Round Towners, Mondays through Friday nights of each week; Royal Clothiers, with the Sons of the Pioneers, transcriptions, Mondays through Friday nights; and Natatorium Laundry, 7:30-8 a.m,. Mondays, Wednesdays and Fridays, with chatter and records.

KLO, Ogden, Utah, announces the inauguration in the Intermountain territory of the Iodent Dress Rehearsal program starring Joe Rines and his rhythm band, Mabel Albertson, Pinky Lee, comedian, and Morton Bowe, tenor, on the air 9:30 a.m. every Sunday.

Final figures from the Charlotte Red Cross showed that WBT, Charlotte, N. C., was directly responsible for raising over $35,000 for flood relief. City's first quota was $2,000. Its second $10,000.

Baptist churches will have charge of the Missionary broadcast from KDKA at 11:15 p.m. Sunday. Musical numbers will be presented by the Hill Top Ministers quartet.

With construction work on the new WDAF (Kansas City) 420 foot vertical type antenna now at the 240 foot level, work has been started on the transmitter house in which the latest type Western Electric transmitting equipment will be installed. The station is being erected in the south suburb of Kansas City and is expected to be completed about the first of May.

CBS Industry Classifications

(*Continued from Page 6*)

Socony-Vacuum Oil Corp., Gas and Oil	213,738
Standard Oil Co. of Indiana, Gas and Oil	64,288
Standard Oil Co. of N. J., Gas and Oil	124,540
Stewart Warner Corp., Alemite	307,745
The Texas Co., Gas and Oil	163,740
	$1,599,034
MACHINERY	
Carborundum Co., Abrasives	$ 82,365
OFFICE EQUIPMENT	
Remington-Rand, Inc., Office Equipment	$ 256,300
Royal Typewriter Co., Office Equipment	42,500
	$ 298,800
PAINTS & HARDWARE	
Acme White Lead & Color Works, Lin-X, Paints and Varnish	$ 60,096
Pittsburgh Plate Glass Co., Paints and Glass	87,471
	$ 147,567
RADIOS & MUSICAL INSTRUMENTS	
Philco Radio & Television Corp., Philcos	$ 745,020
Stewart Warner Corp., Stewart Warner Radio	28,990
	$ 774,010
SHOES & LEATHER GOODS	
Julian & Kokenge Co., Footsaver Shoes	$ 32,705
SOAPS & HOUSEKEEPERS' SUPPLIES	
American Home Products, Three-in-One Oil Co.	$ 18,170
A. S. Boyle Co., Old English Floor Wax	112,055
Colgate-Palmolive-Peet Co., Peet's Granulated Soap	17,680
Colgate-Palmolive-Peet Co., Supersuds	659,800
Cudahy Packing Co., Old Dutch Cleanser	42,090
Fels & Co., Fels Naptha Soap	28,001
Lever Brothers Co., Rinso	356,643
Swift & Co., Sunbrite	73,659
	$1,308,098
STATIONERY & PUBLISHERS	
Time, Inc., Time & Life Magazines	$ 70,660
TRAVEL & HOTELS	
Illinois Central R. R., Travel	$ 10,110
Thos. Cook & Son, Ltd., Travel	5,740
	$ 15,850
WINES & BEER	
G. Krueger Brewing Co., Beer, Ale and Stout	$ 111,570
POLITICAL	
Democratic National Committee	$ 225,849
Good Neighbor League, Progressive National Committee and Non-Partisan Labor League	96,165
Independent Coalition of American Women	9,600
Jeffersonian Democrats	3,667
National Union for Social Justice	6,630
Republican National and State Committees	434,442
Townsend National Recovery Plan	7,310
	$ 783,663
MISCELLANEOUS	
American Telephone & Telegraph Co., Institutional	$ 14,790
E. I. duPont de Nemours & Co., Institutional	308,159
Los Angeles Bureau of Power & Light, Institutional	2,323
National Ice Advertising, Inc., Natural Ice, Ice Boxes	217,330
Scripps-Howard Newspapers, Institutional	5,400
Sears Roebuck & Co., Mail Order	145,340
	$ 693,342
GRAND TOTAL	$23,168,148

☆ "Quotes" ☆

DON WILSON (Announcer for the Victor Moore-Helen Broderick program): "A few seasons ago, Broadway audiences roared when Victor Moore, playing the part of vice-president of the U. S. in 'Of Thee I Sing,' was refused admittance to certain governmental buildings because he couldn't identify himself. A few days ago, Mr. Moore was late to one of our rehearsals. The reason? A page boy, not recognizing the Moore features, had kept him out!"

* * *

RAYMOND PAIGE (Conductor of the "Hollywood Hotel" programs): "I never knew so many film stars were music-conscious. Since I gave Lionel Barrymore violin lessons, half a dozen movie greats have asked me to tutor them in the intricacies of some musical instrument."

* * *

HELEN HAYES: "Do I ever tire of the constant grind of stage and radio work? Certainly. There comes a time when I long for an ocean trip or a rest in the country, but I realize that these will come eventually, so I live in pleasant anticipation. When I feel low, I dance. I studied dancing to discover an innate flair for acting, and every now and then when I feel myself losing my grip, I go dancing. You'd be surprised at the effect it has toward rejuvenation."

* * *

ANNE JAMISON (Singer of the "Hollywood Hotel" program who has just recovered from an appendectomy): "Of course, it's a morbid thought. But if all radio performers were confined to a hospital for several days. I guarantee their work would improve tremendously upon their recovery. Gosh, what radio means to the shut-ins!"

* * *

PHIL BAKER: "As a radio comedian for over four years, I've come to the conclusion that the most fertile gag sources of the past four years have been Primo Carnera, Gypsy Rose Lee, Mae West, Simone Simon, Dizzy Dean, the Dionnes, 'Anthony Adverse' and 'Gone With The Wind.' What a field day jesters had with these!"

* * *

MYRTLE VAIL DAMEREL (Myrt of Myrt and Marge): "I've cut my son, George, off without a penny. He is now a full-fledged actor on the Myrt and Marge programs and we've both agreed that he is to pay his own freight from his salary."

* * *

CLARENCE MUSE (Singer and Dramatic actor of the Irvin S. Cobb Plantation program): "That Mr. Cobb, now, he's a great artist. He keeps pretending that he's really a lazy man, when in reality he is one of the most prolific men on the West Coast—what with his short stories, screen acting and writing and radio chores."

AGENCIES

SCHWIMMER-SCOTT AGENCY, Chicago, here has been appointed to handle radio spot campaign for the Silex Coffee Percolator company of New York. Walter Schwimmer, firm head, was in New York personally to set deal. Silex will use spot announcements from coast-to-coast.

LES WEINROTT, producer of radio shows for Blackett, Sample & Hummert, Chicago, has quit his post with the agency.

GEORGE SHERR of the Lennen & Mitchell advertising agency is making a serialization of the scripts of agency's "Follow the Moon" show. Stories will appear in organ distributed by American stores.

ANN WINSTON of the Alvin Austin Agency is back on the job after a two-month sick leave.

Buddy Rogers Coming East

West Coast Bureau of THE RADIO DAILY

Hollywood — En route to London, Buddy Rogers will visit the New York office of National Broadcasting today in an effort to straighten out contract tangle on Columbia's twin-star show. He may be forced to cancel his European trip if complications prove too great.

Short Waves

SHORT waves from W3XAL, Bound Brook, N. J., W8XK, Pittsburgh, and W1XK, Boston, will relay the program from Sprague Hall, Yale University, on Sunday, when Old Eli will greet its sons throughout the world. Program goes over the NBC Blue network at 10:15 p.m. Date is the eve of the 24th nnual observance of Alumni University Day.

Representatives of the Federal Communications Council and officers of the Federal Bureau of Investigation yesterday questioned Yoshiro Yuai and Satoshi Tado, Japanese, in connection with the two powerful short wave stations found in an abandoned shack in Compton, Calif. Both stations were unlicensed, though one had been licensed until last April. The shack is located only a short distance from the Naval base at San Pedro.

A portion of the tragic opera "Czar Kalojan," written by the Bulgarian composer, Pantcho Wladigeroff, will be heard in the United States for the first time on Feb. 25 during a half-hour broadcast over the NBC-Blue network at 1:30 p. m., EST, from the Municipal Theatre in Bratislava, Czechoslovakia.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

KMBC Uses Salesmanship

KMBC, which this year again won first place at Kansas City in a national community showmanship rating, is a station that adds salesmanship to showmanship. Its promotional material, which has made quite an impression on agencies, indicates how KMBC makes an exciting adventure out of the business of broadcasting and thus obtains large audiences for advertisers.

KMBC is currently doing a swell job for more than 50 advertisers who manufacture products sold through grocery stores. These advertisers buy 39¼ hours of KMBC's broadcast time weekly — 31.15 per cent of the station's total time on the air.

Manual for Salesmen

WBT, Charlotte, N. C., has issued a comprehensive sales manual for its salesmen and representatives throughout the United States. The new book contains complete information about the station, facts about the city of Charlotte, breakdown of radio ownership by counties, statistical data of the primary and secondary areas of the station, together with nearly a hundred pages listing talent and programs ready for sponsorship. Radio sales representatives heralded the book as the most complete ever written by any station.

Trailers Effective

Trailer programs of five minutes duration are being used around noon on WBT, Charlotte, N. C., by Olson Rug Co. of Chicago to call attention to their 15-minute 8:45 a.m. thrice weekly "Sing, It's Good For You" feature, are reported having results. The short teasers run on alternate days and offer a miniature of the larger program, together with a reminder of the latter and what will be heard thereon.

Question Box Response

When Evelyn Gardiner established a question box feature in connection with her KDKA (Pittsburgh) Home Forum program some days ago, she started a routine which is revealing the extreme diversity of women's interests. Since she does not require that names be signed to the questions mailed or those handed in, numerous inquiries have taken on quite a personal character.

One listener suggests the formation of a club among listeners to the KDKA Home Forum program, a benefit of which would be the means of obtaining names of other listeners for correspondence purposes. A girl who is about to be married wants help with menus, another wants suggestions for an "Arabian Nights" party, and still another wants suggestion for table decorations and entertainment for a banquet of 80 teachers.

Suggestions for subjects for talks before a club are requested, and one woman, whose husband has not worked for three months, wants to know where she can sell hand-made or hand-embroidered towels, linens, etc., so she can help support the family.

Then there is a club woman who wants information that will help her work out program ideas. She asks where suitable travel films can be obtained, what they cost and whether they are sound films or require lecturers. She also asks where to find a good speaker on family relations whether any Pittsburgh stores furnish demonstrations and lecturers on modern kitchen management and whether there is a local speaker qualified to discuss textiles.

Such questions furnish a variety of material for reply and discussion between Miss Gardiner and the studio audiences immediately following the daily KDKA Home Forum programs.

WLS Achievements

Interesting, informative and impressive bulletins are issued by WLS (the Prairie Farmer Station), Chicago, to inform its clientele of the station's achievements.

In addition to an attractive colored map showing coverage and a county count of mail, recent promotion data included a circular on "Things You Should Know About WLS." The things included the fact that 1936 broke all records in the 12-year history of the station.

Total number of letters received in 1936 was given as 1,515,901, compared with 1,300,000 the year before, and 50.2 per cent of the mail received in 1936 contained proof of purchase, compared with 33.5 per cent in 1935, the bulletin states.

High spots of the station's activities for each month of 1936 are tabulated in the center spread of the bulletin.

All in all, it makes a convincing sales talk.

Al and Lee Reiser Switch

Al and Lee Reiser, piano duo, have dropped their Friday night Ford programs effective immediately. They are currently heard on the Lipton Tea shows. Milton Krause and Walter Gross will form the new piano team to be heard on the Ford show in the future. Gross and Krause appeared last week on the Al Pearce broadcast for the same sponsor. N. W. Ayer & Son is the agency.

Announcers Join KFJZ

Fort Worth—Larry Dupont of New York and Dick Jay have been added to announcing staff of KFJZ.

FOREIGN

A SURVEY just completed in Tokio announces that for the past year, 2,475,000 sets were accounted for in homes, and there is an increase of 40,000 sets monthly now being noted. Twenty-five broadcasting stations are now in operation, mostly on short waves. There is one 1 kilowatt, one 3 kilowatt, seven 10 kilowatt stations and the balance all operate on power ranging from 300 to 500 watts.

The German government, in an effort to stimulate interest in radio, has undertaken the task of manufacturing popular priced sets. During the past month 550,000 of these sets have been sold, bringing in an estimated 32,000,000 marks. Government realizes power of radio as a medium for their propaganda, and is attempting to make it possible for every German home to have a radio set.

Dodge Transcriptions Start Mar. 1

West Coast Bureau of THE RADIO DAILY

Hollywood — Fifteen-minute transcription series for Dodge automobiles was begun yesterday, to be released on 300 stations starting March 1. A regular feature of these programs will be Frank Morgan and the Victor Young orchestra, with Carlton Kadell announcing. Frances Langford, Ruby Keeler and Judy Garland have already been signed as guest stars. Eddie Dunham of Ruthrauf & Ryan is in charge of production. Transcriptions are being made by RCA Victor.

Lyman Succeeds Haring

Abe Lyman and his orchestra will succeed Bob Haring on the NBC Hit Parade broadcasts, Wednesday night, 10-10:30 p.m. American Tobacco sponsors, with Lord & Thomas is the agency.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 10 | NEW YORK, TUESDAY, FEBRUARY 23, 1937 | FIVE CENTS

NIB in Rural Ad Drive

SET DATE THIS WEEK FOR GOV'T INQUIRY

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington—Hearing date for firing the opening gun in the Congressional inquiry of radio will be set this week at a conference between Congressman William P. Connery, chairman of the House Labor Committee, and Congressman John J. O'Connor, chairman of the House Rules Committee, it was stated to RADIO DAILY by Connery over the week-end.

"Our probe of radio will be conducted on a scope as broad as the industry itself," said Connery. "We already have voluminous data in our files and will explore the newspaper-radio problem specified by Senator

(Continued on Page 4)

Continental Baking Co. Inaugurating New Serial

Continental Baking Co., New York (Wonder bread), has decided to discontinue its present serial, "Renfrew of the Mounted," now on CBS and put a new script show in the period, effective March 8. New program will be entitled "Pretty Kitty Kelly" and according to Benton & Bowles Inc., New York, Continental's

(Continued on Page 4)

WMFF, Plattsburgh On Full Time Basis

Plattsburgh, N. Y. — WMFF, the northernmost station in New York State, having received approval of the FCC for unlimited time, goes on a full-time basis with plans for many innovations. New features include

(Continued on Page 4)

Job Clinic

Des Moines—A new weekly feature on the Iowa Network is a Job Clinic.

Unemployed men and women are invited to the studios and given time on the air to tell what they can do, what jobs they have held in the past, and what abilities they can offer an employer.

It's creating much interest.

FCC Lauds Daily

Washington Bureau of RADIO DAILY

Washington—Federal Communications Commissioner George Henry Payne, who is recuperating in Palm Beach after an operation, telephoned his office by long-distanc last week after reading his first issues of RADIO DAILY.

"I am very much interested in RADIO DAILY, the first daily to be published in the radio field," said Commissioner Payne. "I wish to congratulate all concerned on the enterprise displayed and wish for the publication the utmost success."

Commissioner Payne is expected to be able to return to his offices in the FCC early next month.

EQUIPMENT COMPANIES ARE APPROVED BY FCC

Federal Communications Commission has approved the equipment of the following companies for use by regular broadcast stations:

American Piezo Supply Co., Kansas City; American Sales Co., New York; Bliley Electric Co., Erie, Pa.; Collins Radio Co., Cedar Rapids, Ia.;

(Continued on Page 4)

Hotel Owners Offering Free Space for Stations

Chicago — Hotel owners in towns within short radius of this metropolis are seeking to utilize "attic" space in their hostelries by offering

(Continued on Page 2)

Independent Broadcasters Going After $2,500,000 Advertising Spent in Country Weeklies

Despite the seemingly dormant state of the National Independent Broadcasters, Inc., group of 98 so-called 100-watters organized nearly two years ago, RADIO DAILY learns from reliable sources that the NIB has been quietly working on the goal of acquiring the $2,500,000 spent annually by national advertisers in the several thousand country weeklies throughout the nation.

Several big deals now pending may be announced within 10 days. Fact that these have been held up is taken as an indication that the accounts in question are of an automotive nature. Leading national advertisers consistently using the country weeklies are such accounts as Ford, General Motors, Standard Oil and large proprietary medicine concerns. It is the belief of NIB sales heads and advertising agencies that the low watters have a definite market in

(Continued on Page 4)

POST OFFICE PROBING NEWSPAPER CONTESTS

Washington Bureau of RADIO DAILY

Washington—The Post Office Department is giving deep consideration to newspaper contests like the one now being conducted by Old Gold Cigarettes with a view to determining if they are in violation of the lottery law, RADIO DAILY learns here following an interview with Walter Kelly, Assistant Solicitor.

"The Old Gold contest is still under consideration," Kelly told RADIO DAILY. "There is no definite drive against Old Gold in particular. It

(Continued on Page 4)

Advertising Federation Will Convene June 20-23

The 33rd annual convention of the Advertising Federation of America will be held June 20-23 in the Hotel Pennsylvania, E. H. McReynolds, president, announces. Following the convention here a group of advertising men and women will sail for Paris to attend the annual convention of the Continental Advertising Association, July 5-10. Group will sail June 26 on the Columbus.

Big Exploitation Is Set For Morton Downey Tour

Morton Downey resumes his tour next week for General Motors, covering 10 big city automobile shows in 12 weeks. First stop is scheduled for Memphis.

Tenor is subject of what is probably the most elaborate press book ever attached to an artist en-tour, the three-part portfolio handling out explicit directions for exploiting Downey in the first pocket; second has a series of new photos, straight and stunt shots, and the last pocket holds special stories for local release. The campaign, photos and stories were executed by Robert Taplinger offices.

☆ THE WEEK IN RADIO ☆

. . . Perennial Dickstein Argument

By M. H. SHAPIRO

NO session of Congress would be complete without a hearing on the Dickstein bill, the latest one having taken place before House Immigration Committee last Wednesday and Thursday. Names that participated included Lawrence Tibbett, as president of the American Guild of Musical Artists, and Walter Damrosch. The former declared he favored the bill with modifications and the latter opposed it because he believed foreign artists should not be classed as cheap labor. . . . Hearing was adjourned to this coming Wednesday.

Congressman Culkin introduced another measure aimed at barring liquor commercials on the air. . . . Senator Wheeler, chairman of the Senate Interstate Commerce Committee, said he would introduce a bill to bar newspapers from owning radio stations. Montana Senator had FCC data on 150 newspaper owned stations, 52 of which were acquired during the past year, while 100 more applications were reported to be pending, for additional purchases of outlets.

January gross billing for NBC was a record high for that month, passing the $3,500,000 mark . . . Network's

(Continued on Page 3)

10 Newscasts Daily

Cedar Rapids—WMT of Cedar Rapids-Waterloo, affiliated with Des Moines Register and Tribune, has increased its news broadcasts to ten daily, thereby giving opposition papers around here plenty to think about.

Most of these broadcasts are straight news. Only "Scotty Views the News," new feature on Iowa airwaves, gives editorial comment.

RADIO DAILY

Vol. 1, No. 10 Tues., Feb. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserеau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

Hotel Owners Offering Free Space for Stations

(*Continued from Page* 1)

dormant top floors free of charge to radio stations or to any group interested in starting new station.

Inn-keepers believe that the donation of space free to broadcasting stations will amply repay them in publicity.

Tony Martin Staying

Tony Martin, currently heard Wednesday nights on the Campbell Soup Co. show over a CBS coast-to-coast network, will remain on that series when Burns and Allen switch to new General Foods (Grape Nuts) program after the March 31 broadcast. Martin will share billing with Ken Murray, who replaces team, for four weeks, then drops Wednesday spot to take over Fred MacMurray's chores on the Campbell Hollywood Hotel show heard Friday nights on a CBS hook-up. F. Wallace Armstrong, Philadelphia, is agency for Campbell Soup with Young and Rubicam handling new General Foods show which will be aired over NBC net.

FINANCIAL

(*Saturday, Feb. 20*)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	177⅞	177	177⅛	— ¾
Crosley Radio	26	26	26	...
Gen. Electric	61⅛	60⅜	60⅝	— ⅜
North American	31⅝	31	31⅜	— ⅛
RCA Common	12⅜	12	12¼	— ⅛
RCA First Pfd.	78⅞	78½	78½	— 1
RCA $5 Pfd. B	...	...	...	...
Stewart Warner	19½	19¼	19¼	— ¼
Zenith Radio	39	38½	38½	— ¼
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	17⅞	17⅞	17⅞	...
Majestic	5⅛	5	5⅛	+ ¼
Nat. Union Radio	3½	3⅛	3¼	— ¼

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

One-Hour Variety Bill Goes on KSO Daily

Des Moines—"Everything Stops for Tea" is a new KSO variety show on a full hour afternoons Sunday through Friday. Produced by Fred Howard, the show features one of the most impressive groups of talent ever heard on the station. It has been built for cooperative sponsorship, with an eye toward summer shopping visitors, facilities already being arranged for a large sudio audience. Talent on the show includes Wilbur Chandler, Marion and Eddie, Eileen Grennell, Lansing Benet, Ruth McAllister, Fred Howard and Nat Vincent, Dick Teela and Gwynie Neil, May-Floyd Sinex, Orville Foster, Bill Baldwin and Eddie Truman, Ieta Tomato, Lord Algy and Lord Dillsbury-Frothingwell. Art Smith and Wayne Ackley are masters of ceremonies.

Night Club Contracts Affect Bands in N. O.

New Orleans—New night club contracts which are in the nature of trade agreements between the musicians' union here and the employer, will not be used to curtail remote control broadcasting as it has been permitted in the past, offices of the union state.

Rumor sprang up that the agreements would be the instrument of suppressing broadcasts from the night clubs, but union heads insisted that broadcasts during the period of regular work would be permitted as long as they advertised the place of employment only and did not violate continuous playing rules. If the name of an advertiser other than the place of business, such as liquor or beer firms paying part of the line charges is mentioned, the broadcast becomes a commercial to be paid accordingly.

Kelly-Smith Ad Agency Opens Office in Detroit

Kelly-Smith Advertising agency is opening new offices in Detroit on March 1. Will be located in the New Center Building, with Robert B. Rains, formerly of Cities Service Oil Co., in charge. Agency handles WSGN, Birmingham, Ala., WROK, Rockford, Ill., and WSJS, Winston-Salem, N. C.

Luther Reid Promoted

Luther Reid of the CBS publicity staff takes over the New Editor assignment today, succeeding Donald A. Higgins who becomes CBS publicity director. Hollister (Holly) Noble takes over Reid's post on the publicity desk. Noble has been a member of the press department for the past five years.

Would Ban Liquor Ads

Olympia, Wash.—A bill has been introduced into the State Legislature and now being considered by the house public morals committee, which would ban liquor advertising on the radio.

Trade Commission Acts On Television Institute

American Television Institute, Inc., Chicago, is charged, in a complaint issued by the Federal Trade Commission, with unfair competition in the sale of courses in radio and television. U. A. Sanabria, president; R. B. Fullerton, vice-president, and A. H. Zamotany, treasurer, are also included in complaint.

Alleging violation of Section 5 of the Federal Trade Commission Act, the charges allow the respondent 20 days in which to file an answer.

Second NBC-Fan Series

A second series of programs to acquaint the public with the National Broadcasting Co. gets under way on Saturday. Programs will be aired 7:45-8 p. m. over NBC-Red network and will feature personal visits to the Master Control Board, explanations of operation of the two NBC chains, NBC's handling of short wave programs, sound effects and the actual building of a radio show. The first program will be aired from a studio control room, where an announcer will explain the mysteries of that room to a visitor touring Radio City.

WPTF Public Forums

Raleigh — Station WPTF will set aside a half hour every Saturday to be devoted to the average person. New series, to be aired 7:30-8 p. m., will be known as "The Public Forum," and will be conducted by Rev. John Barkley. Program will attempt to have average citizens express their viewpoints on current topics of the day.

Cozzi and Stopak Renewed

Mario Cozzi's singing and Joseph Stopak's conducting on Friday evenings have satisfied their sponsor to the extent that the two have been renewed for the next 13 weeks.

Program is sponsored by Allegheny Steel Co. and is heard weekly at 7:15 on Fridays over the WJZ-Blue network.

News Oddities Series

Raleigh, N. C.—With bulletins supplied by United Press, WPTF will soon present a new feature known as "Oddities in the News," during which the week's most unique news reports will be assembled and presented, and appropriate dramatizations of outstanding bulletins will be prepared.

Jesters Pack 'Em In

Chicago — King's Jesters making debut here in Blue Fountain Room of Hotel La Salle set an all time high for hostelry's room business, exceeding even record mark of New Year's Eve for the spot.



COMING and GOING

BUDDY ROGERS, who is enroute to London to appear in a picture, returns to Hollywood April 4 to resume broadcasting on the National Biscuit program.

ANN GILLES, publicity director of WJSV, Washington, D. C., is in town for a combination business and pleasure trip.

JACOB ROSENBERG, Local 802 head, and other officials arrived in Miami yesterday, to attend executive board meet of the AFM.

JOHN LAGERMAN of CBS Publicity and his wife, the former Hilda Cole, one-time NBC employee and press agent for Fred Waring, are motoring to Mexico. He's taking his Leica and will make some pictures for "Life."

FRED WEBER, general manager of the Mutual system, leaves New York today on a southern trip.

LOUISE MASSEY and her Westerners are filling three days of engagements in Boston, requiring them to commute between that city and New York by plane in order to sing on their two commercials here.

CLARENCE COSBY, general manager of KWK, St. Louis, returns to that city today. Spent a week in New York.

MILTON DOUGLAS will return to New York from Chicago in time to guest star on Rudy Vallee's program on March 4.

FRANK BLACK flew to Chi via United Airlines.

JOHN BATES, WOR program dept. flies to Windy City today on the Sky Lounge.

WALTER BATCHELOR, artist's representative, left for Hollywood. Has Fred Allen's and Buddy Ebsen's contracts with him.

MR. and MRS. FRANK BUCK back at the Warwick from Texas.

WILLIAM WEISMAN, WMCA vice prez. and attorney, back from week-end at Atlantic City.

MARY SMALL back from Lakewood.

MICKY ALPERT back from Boston.

GEORGE JESSEL expected back from Miami this week.

LENOX R. LOHR, NBC president, is expected back at Radio City today, after an extensive trip throughout the Mid-West and Pacific Coast.

PEGGY STONE, CBS stations relations, spent the week-end at the Ambassador, Atlantic City.

MAURICE GAFFNEY, CBS trade news head, and Mrs. Gaffney spent the week-end sailing around the Atlantic ocean via the S. S. Manhattan.

JOHN LAGERMANN, CBS publicity department, left town over the week-end on a delayed honeymoon. Destination Mexico City. Will be gone for six weeks.

MBS Salute to KWK

Mutual Broadcasting System will give a send-off to KWK, St. Louis, on March 17, commemorating the outlet's 10th anniversary. Program will originate in Chicago studios.

The Tavern
RADIO'S RENDEZVOUS
MAKE THIS YOUR LUNCHEON— DINNER—SUPPER CLUB
158 W. 48th St. "Toots" Shor

COMMENTS
On Current Programs

THE TWIN STARS program, National Biscuit Company's Friday night show from Hollywood, was a little bit down in the dumps with Buddy Rogers missing from it last week. Lou Kosloff, the guest conductor, finally put some pep into the orchestra lads after a rather dispirited start. Victor Moore and Helen Broderick, the comedy stars of the program, succeeded only fitfully in being funny. They are the type of laugh-makers who must be seen to be fully appreciated. On top of that; they were again handicapped by difficult material.

FORD MOTORS show on WJZ last Friday night had a slightly discordant note. Professor Figsbottle, who has long been a very funny individual on the bill with Senator Fishface, seemed a bit suppressed in this Ford program. Some of his jokes also were pretty stale. Al and Lee Reiser, the piano duo, did themselves credit, and it was a joy to hear Countess Olga Albani again. Not forgetting the Chandler ork.

HORACE HEIDT broadcasted a pleasing batch of musical entertainment over WOR from the ballroom of the Hotel Biltmore on Friday. It was a sort of college night, with a gay informality about the proceedings, and sounded quite refreshing at the receiving end.

GEORGE RECTOR's recently inaugurated WABC series for Phillips Soups makes very agreeable listening for the housewives and the menfolk too. Rector has chummed around with the big names of the town and the world, so he brings colorful reminiscence as well as menu advice to his programs. He has a chatty style and a good radio voice with sales persuasion in it.

"SPECIAL EDITION," the Borden program for women, is another of the better daytime attractions. A newstalk by Gabriel Heatter, a little lecture by Dr. Payne, some Hollywood gossip, a chat on new styles in feminine apparel, and a few other good items were mixed in with occasional remarks on food, chiefly milk, when this program was re-visited the other day. It made a highly interesting half-hour.

THE JAMBOREE REVUE on Thursday nights over WJZ from Chicago, with Don McNeil as m.c. maintains its rating as a bright spot. Between Harry Kogen's orchestra, Tony Romano, Maury Amsterdam, Sylvia Clark, the guest stars, and the m.c. himself, there is always a lively time. The last program had a very amusing comedy duet on marriage between Amsterdam and one of the Morin Sisters, Margie, who is about to become a bride.



"HERSHFIELD'S LAUGH PARADE"

Sustaining
WMCA (Inter-City Group), Fridays, 7:30-8 p. m.

AMATEUR PROGRAM FOR HUMORISTS BOWS WITH "JOE MILLER" AS CHIEF GAG-WRITER BUT NOVEL IDEA WITH POSSIBILITIES.

Harry Hershfield as m. c. brought a new form of amateur program to the airwaves, one which shows promise of achieving a place in the radio firmament. However, the first offering was slip-shod with ancient material. Premiere had Donald Flamm, prez of the web, inform public what they intend accomplishing. What followed proved conclusively that Flamm, Hershfield, et al, have a very good idea, but did not have sufficient good material for the initial bill. Aside from one or maybe two "humorists," the program could not be called a "laugh-provoker." Hershfield realized the futility of his contestants and didn't attempt to add a few of his resourceful gags to the airing, thereby showing up the talent. Novel idea introduced on show, when balanced properly, should become as famous as the Major's gong. Here they used a "hen" imitator, whose cackle and plop signified that the one before the mike had just laid an "egg." Very apropos for a program of this sort, in which every angle must be utilized to create laughs. Jim Madison, author of "Madison's Budget," famous vaude joke book, also appeared with a gag.

"YOUR HOME AND MINE"

Sustaining
WABC (CBS Network), Saturdays, 10:15 a. m.

INFORMATIVE AND HELPFUL TALKS ON HOUSING HOLDS INTEREST FOR HOME OWNERS AND PLANNERS.

Originating from the studios of WJSV, Columbia station in Washington, D. C., this program presented with the cooperation of the Federal Housing Administration should prove both interesting and helpful to persons who either plan to build a home or desire to improve their present dwellings. The weekly series is part of an educational campaign to make the general public and industry acquainted with principles of design, construction and financing of small homes. A different phase of industrial or financial participation will be analyzed on each program, together with an explanation of the purpose of the demonstration homes now being built in various communities.

Commentator on the series, Bryson Rash, the radio actor and announcer, has a likeable delivery.

☆ THE WEEK IN RADIO ☆
. . . Connery to Press Investigation

(*Continued from Page 1*)

daytime biz increased during the month 94 per cent compared to the same period a year ago . . . Music Publishers Protective Association, thru John G. Paine, chairman of the board, sought to clarify its stand on seeking small license fees for "off-the-air" recordings . . . position being mostly to establish the copyright owner's rights to cover any possible future contingency that may arise . . . President Roosevelt may be called upon to decide the number of television channels to be allotted to commercial purposes, inasmuch as the Army and Navy as well as other government departments want a few of the high frequencies.

Tax on radio shows proposed in Ohio would sock commercials 10 per cent in a bill introduced by Rep. Joseph Duffey in the state legislature . . . in the State of Washington, measure introduced in legislature calling for a state board of censors and a 2 per cent tax on local business of stations . . . Idaho came thru to make it the third legislative proposition with Senate Bill No. 72, sponsored by Senator R. E. Whitten, which seeks to ban automobile radios. Various interests throughout the country hastened to be heard in the matter.

Group of radio actors who wanted the American Federation of Actors to do some organizing for them were referred to Actors Equity Association by Ralph Whitehead, head of the former org. . . . Women's National Radio Committee announced plans for its annual awards to be made March 31 . . . WNRC completed a tie-up with a research organization—Wadsworth & Wood Sales, Inc., headed by Mason Wadsworth. Research bureau is given the right to poll the millions of members of the affiliated clubs and sell the service, with WNRC getting a cut. . . .

Arbitration was seen as a possible out of the ban placed on recordings by the AFM in Chicago . . . President's court proposals brought an unprecedented number of speakers to the mike for and against the Supreme Court changes . . . nearly all on the cuff, of course . . . Important point came up in the suit for temporary injunction which was filed by Ramona Davies against Paul Whiteman, et al . . . application was denied Ramona by Supreme Court Justice Callahan, who saw nothing wrong with the contract legally, despite the option clauses. Ramona sought to break her agreement with Whiteman. . . .

Federal Trade Commission called a conference for March 3, with the committee representing the popular music industry for the purpose of getting set on the fair trade practices code. Among other things, the code will seek to definitely stamp out bribery of radio and other talent by music men, and by the same token the music men want to get away from the grasping singer or baton swinger. . . .

John (Jap) Gude, for several years director of publicity for Columbia Broadcasting System, was appointed manager of the CBS station relations department, taking over his new duties Feb. 24 and reporting to Herbert V. Akerberg, CBS vice-president in charge of station relations.

Foreign

British Broadcasting Corp. began transmitting television programs exclusively E.M.I. system since discarding Baird altogether . . . which does not mean that the B.B.C. has permanently adopted a single system . . . Increase in weekly time was promised Canadian listeners by Major Gladstone Murray . . . CKAC started an ether Bingo series.

MOST USED GAG OF THE WEEK

Bloke: So you fought in the World War?

Poke: Yes, I fought and fought and fought—but they made me go just the same.



RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N.Y.
From script to production—that extra something that's good radio

RURAL AD CAMPAIGN IS PLANNED BY NIB

(*Continued from Page 1*)

their respective localities and that these can be used to advantage, one outlet doing the work of probably several weeklies, with the added asset of radio flavor.

Understood that the one big drawback in so far as the advertiser is concerned is the local and national rate situation. Advertisers state they cannot be blamed for trying to get the lowest rate when there is a differential of a possible 50 per cent. One solid rate for all advertisers would clear the horizon in one fell swoop, according to opinion among the potential time buyers. In fact, they point out it is their job to buy as possible.

Average low watt station, as compared to the average country weekly, finds the station getting the break as to better management, more up-to-date, plus the obvious advantages of entertainment. This is expected to find the trend toward the local station, away from the weekly. On the other hand, it is considered likely that the weeklies will eventually pick up additional advertising as a result of their advertisers using radio.

Rate structure of the NIB has been a problem since its inception since the wattage of stations differ, also their markets and coverage. Idea to supply a nation-wide network, available in all types of packages, with no wire charges and either local talent used in each spot or same series of electrical transcriptions. Latter is expected to be the standard form of advertising on the NIB as a web, or groups of regionals.

James O'Shaughnessy, veteran advertising man who heads the NIB sales organization, admitted that after many months of laying the ground work, excellent news will be announced to members by the time the forthcoming convention of the National Association of Broadcasters meets this summer. All NIB members are of course also members of the NAB. NIB was organized at the NAB convention a year and a half ago at Colorado Springs. Members are unaffiliated with webs and seek national biz. Edward A. Allen, of WLVA, Lynchburg, Virginia, is president. Oliver B. Merrill, has joined the organization to head the sales staff under O'Shaughnessy.





● ● ● **Ted Hammerstein's Music Hall may be aired from the coast if the deal for Frank Parker's "Howdy Stranger" is consummated.....Donald Flamm, back from his cruise, lunching with B. Labhar of WMCA in Lindy's after five hours on shore....Dick Fishel, WMCA announcer, with his arm in sling. Got it from handball. He's a great footballer....Last year he tripped over mike wire and was in bandages....Vincent Travers remains at the French Casino until July....The Easy Aces in the Tavern the other night watching songwriter Fred Coots working his "Hot Ear" gag on a nice fellow....Rose Marie, having dropped the "Baby", signed the other night to a personal contract with Irving Mills....Nelson Case replaces Milton Gross on the "Vox Pop" show....Congratulations to WOR on its fifteenth anniversary, celebrated yesterday.**

● ● ● *CBS departure over the week-end.....Betty Finley, six years sec'y to Ralph Wonders of the Artist Bureau....Bill Weisman, WMCA vice prexy and attorney, just back from a cruise, went to Atlantic City for a rest....Howard Hughes, air record-breaker, will be guest of the Advertising Club March 4....William Jenkins of Young & Rubicam's Industrial Bureau is in New York Hospital....Abe Glaser, song plugger, left Words & Music, Inc., for Miller....Murray Korman, Broadway nude fotog, trying to peddle "Korman's Studio Party" to the airways as television fare....Idea is to have the pretties of the shows tell tales....Highest compliment paid: Joey Nash, singer, saying that the next sensation of the air and movies will be Del Casino....Barney Wood, soon to come forth as a band leader with a distinctive type of music called "Mellow Melody", is the brother of Barney Rapp....Benny Goodman booked into the Paramount with Frances Hunt.*

● ● ● **John Reber of J. Walter Thompson agency, landscaping his Pennsylvania acreage which went down through the generations for the past 150 years....Will plant trees contributed by Bing Crosby, Amos 'n' Andy, Phillips Lord, A. L. Alexander, et. al., which will bear a bronze plate indicating the donor....Recordings of "Anne of Green Gables" just completed by Arthur Kass of Kass-Tohrner....Gag pulled during the Wonder's luncheon by Col. Stoop and Budd. They got up from their seats and began looking under tables for a few minutes. Ralph interrupted—"What are you boys looking for?"...."Our Crossley ratings", replied Budd, still keeping his eyes on the floor....Milton Berle turned song writer. In collaboration with Doris Tauber and Bob Rothberg wrote "Let's Begin Again", which Exclusive Music issues shortly....Frank (Bring 'Em Back Alive) Buck on the Shell air Saturday.**

● ● ● *The Siren of the Ether Waves, Vicki Joyce, closed at Sebastian's in Hollywood with Jimmy Dorsey.....Will comes east for commercial....CBS artists and announcers yelling because the "Lebus" on Madison Ave. removed the radio and put in canned music....While eating, the boys got their "cues" and would rush up with mouthfuls....Jean Crombach, Inc., grooming Maxie Baer for radio....Abe Lyman's party at the New Yorker Sunday for Maxie, featured Frances Faye, Virginia Verrill, Shirley Howard, Rufe Davis, Margot, Freddie Bernard and the usual standbys of Abe....Next week is the last for the Lyman crew.*

EQUIPMENT COMPANIES ARE APPROVED BY FCC

(*Continued from Page 1*)

Hygrade Sylvania Corp., Clifton, N. J.; International Broadcasting Equipment Co., Chicago; Kluge Radio Co., Los Angeles; Radio Engineering Laboratories, Inc., Long Island City, N. Y.; Western Radio Engineering Co., Inc., St. Paul; Western Electric Co., New York; D. V. Tostenson, Moorhead, Minn.; R. C. Powell & Co., Inc., Commercial Radio Equipment Co., Kansas City; Deforest Radio Co., Camden, N. J.; Doolittle and Falknor, Inc., Chicago; RCA Victor Co., Inc., Camden; Premier Crystal Laboratories, Inc., New York; Precision Piezo Service, Baton Rouge, La., and Piezoelectric Laboratories, New Dorp, N. Y.

WMFF, Plattsburg, On Full Time Basis

(*Continued from Page 1*)

hourly five-minute news periods, using flashes from Trans-Radio Press.

WMFF has made considerable progress since its inception three years ago. It erected the first vertical antenna in the northern New York and Vermont field, and its remote facilities vary on its outside lines from two to sixty miles.

A studio is maintained in the Olympic Arena, Lake Placid, assuring sports fans of first-hand accounts of all winter events for which that resort is noted.

U. S. Post Office Probing Daily Newspaper Contests

(*Continued from Page 1*)

is just a routine procedure to look into all such contests."

Kelly pointed out that there had been several cases in the past which were technically different, so that there never has been an actual test case on which to base a standard, but it is hoped that the point will be settled soon.

Continental Baking Co. Inaugurating New Serial

(*Continued from Page 1*)

agency, program is intended to appeal to young girls instead of boys as the present script does.

Arline Blackburn will play the lead, with Frank Dahm writing the material. Program is heard on CBS Mondays through Fridays, 6:45-7 p. m. with a repeat to the West at 11:15 p. m.

Set Date This Week for Government Inquiry

(*Continued from Page 1*)

Wheeler as one branch of our general investigation."

Connery also said that hearing on his resolution to set up a seven-man committee of representatives to investigate alleged monopoly of radio will be before the full Rules Committee.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

HELEN MORGAN of the celebrated "curl in the middle of her forehead" and the voice that's good when it's torrid ....takes her initial 1937 airing via the Hammerstein "Music Hall" program.... March 2....Liane Carew....famous offspring of the Anna Held who charmed the Nineties.....hies her north from Quinby, Va., to visit on George Rector's program....She'll talk about her glamorous mother.....Women in government will be the subject of NBC's "Round Table Discussion", Feb. 26....with Mary Beard, historian, scribe Inez Haynes Irwin, and Anne Hard, lady of the Fourth Estate....doing most of the talking.... The Eugen Boissevain who created a furore among the femmes on "But Women Have Brains" will air-wave once a week for NBC....Garbo-voiced Hildegarde will be the only American song-gal to adorn the Coronation festivities...."Backstage Wife's" Donna Creade, a Canadian lass, takes stage center next week in Chi when she assumes her American allegiance....When, as and if Mary Livingstone writes to Jack (husband) Benny ....during her East-coast vacation.... she'll expect him to air her letters.... via his script.

▼ ▼

New vocal vogue for lady-birds seems to be high-pitched rather than low in the throat voices....as of yesterday....Take "The Symphonettes"....as compared with the Boswells....Anice Ives who conducted "social club of air" over a Philly station....now responsible for Anice Ives' "Everywoman's Hour" over WMCA....goes Philly again, effective this week....When Benay Venuta called a number in response to a message....a male voice said, "I wish you hadn't"....Benay gasped ....and he explained....He'd lost a bet that radio songstresses were too tall-millinery to reply to messages ....Tilted "Mon Paris" songbird, Lady Suzanne Wilkins (her husband's Sir Hubert) was Rita Hudson's air-guest yesterday.

▼ ▼

Martha Deane's manager, Estella Karn, is fit as the famous fiddle and brown as the proverbial berry....reason being, she's just back from a Southern cruise ....Louis (Met. Baritone) D'Angelo's little gal Louise....who debuted at Met at age of 22 months....was heard on last Sunday's "Metropolitan Auditions of the Air."

RADIO PERSONALITIES

• *No. 6 in the Series of Who's Who in the Industry* •

WILLIAM S. PALEY, president of Columbia Broadcasting System. One of the youngest chief executives in the industry. Has progressive ideas, but admits that radio has far exceeded his wildest predictions. Had expected to succeed his father in the cigar business and when graduated from University of Pennsylvania entered the factory as head of advertising and production. One year later became vice-president. Later assumed duties of secretary. Is still one of the company directors. First saw possibilities of radio as sponsor, having bought time on the Columbia network to advertise La Palina cigars. One year later a friend of family and owner of CBS confided that he was ready to unload his interests in the network. Bought most of his holdings and took three months' leave from the cigar business. Never returned. While no expansion in radio history is more sensational than that of the CBS web, Paley has the knack of surrounding himself with executives of the first water and he took the growth of CBS in his stride. Immediate interests and problems in development of the network are international broadcasts. With this in mind, and possibility of international television on horizon, recently opened a London branch.



He put CBS on the map—literally .....

★ ★ San Francisco ★ ★

Cliff Engle left for the South to confer with Owl Drug Co. officials regarding their new NBC program, "Treasure Island."

Lewis Allen Weiss, Southern chief with Don Lee stations, on his way here to address the Advertising Club. Weiss will travel to Eureka, Chico, and Redding regarding the annexing of stations through that area.

Grant Pollock is emsee on the "Travelling Mike" program, which KPO sponsors.

Clifford Souze added to the musical staff of KSFO as pianist.

Howard Eastwood joins the Marin-Dell hour with Buddha as piano accompanist.

Buddy Moreno, featured vocalist with Griff William's orchestra, and well known over the ether waves, back from a trip to Hollywood where he had a movie test. Friends are speculating if wedding bells will ring shortly for Buddy and Kay Griffith.

John Notley Nichols at his desk again at KYA.

Cliff Anderson of NBC program department is passing around cigars. It is a six-pound girl.

Mary Ellen-Herrick, who made her debut in radio as an ingenue with the Lucy Cuddy players on KSFO, is now with National Broadcasting.

Meredith Willson's protege, Oliver Edwards, called back for a repeat performance with Carefree Carnival. Edwards sang for the first time over the radio recently with Signal Oil.

Music Hour for Japan

Viscount Hidemaro Konoye, Japanese diplomat, announces that he will institute a new series of broadcasts in his native land patterned after the NBC Music Appreciation Hour. Viscount Konoye appeared on the Music Appreciation hour last Friday as a guest of Dr. Walter Damrosch. He has made an extensive study of the program during his stay in this country.

Roy Marks Promoted

Boston—Roy Marks, veteran radio salesman and former agency contact man at WEEI, has been appointed local sales manager. The inner routine will continue to be supervised by Helen Lee.

MUSIC

MIKE RILEY and his Round and Rounders started yesterday on a coast-to-coast twice weekly over the NBC Red network. His new "Hey Hey!" outdoes the "Music Goes 'Round and Round" in musical insanity, according to report.

Louis Prima, who swings a hot trumpet, is back at the Hollywood Famous Door with his New Orleans boys. They're aired over west coast networks but will soon be heard in the east and mid-west.

Red Nichols is planning to take the air via an airplane. He's negotiating with an airplane company to secure a plane large enough to carry his entire personnel, instruments and all, from engagement to engagement.

Zinn Arthur, whose new "cooperative band" is now being readied for ork. Zinn offered bonus to first of his lads to become engaged and four musicians announced engagements, while two mentioned planned elopements.

Victor Arden gave his baton to a boy who asked for advice as to how to become an orchestra leader. Arden once played the calliope on a Mississippi River Showboat.

Jaimie Ericson's music of the gay nineties is remoted nightly at 8 from the Diamond Horseshoe Theater via KABC in San Antonio, Tex.

Vivian Vorden and her all-gal Ork heard on KONO, San Antonio, now swinging it at the Gleam, nitery.

Lloyd Snyder, billed as the original Buddy Rogers' Band, is tooting out at the Olmos, swanky nite club, in San Antonio.

Verret Managing WHJB

Greensburg, Pa.—Roy H. Verret, prominent in Pittsburgh radio circles, was named manager of WHJB here.

TOM TERRISS

Known as

"THE VAGABOND ADVENTURER"

Available for

GUEST APPEARANCES
MASTER OF CEREMONIES
RECORDINGS OR TRANSCRIPTIONS
RADIO PROGRAMS

Address:—
LAMBS CLUB



CHICAGO'S 100th birthday to be celebrated March 4, is drawing special radio tribute to mark the event. A specially written salutation to the Windy City will be written into the plot of "Story of Mary Marlin" with the locale of the radio serial being laid in Chicago for that day. Miss Jane Crusinberry, author of the script, has revised her continuity for that day in accordance from a request by Mayor Edward Kelly.

Major Bowes will be one of the foremost of the famous radio galaxy who will salute the City of Chicago upon the event of its Charter Jubilee celebration. The Major will dedicate his air show of that day to Chicago and arrangements have been made by the Chicago Charter Jubilee committee whereby they guarantee an audience of 100,000 listeners inside and outside the Chicago Stadium to Bowes program which will be made part of the Jubilee pageant.

Smiling Ed McConnell, makes his second guest appearance with the National Barn Dance hour on Saturday night.

Les Tremayne, leading man on the Grand Hotel program reports condition of his brother, Walter, recently injured in auto accident here last Sunday.

Pat (Uncle Ezra) Barrett reveals exigencies of tri-weekly broadcast will keep him from moving to country for summer and that he will stick to his south shore home.

Add resignations at WBBM: Lou Jacobson, producer, and Harry Miller, newswriter.

Girls of the Barn Dance program get their big chance on Feb. 27 show, which has been dubbed "Ladies Night".

Norge Refrigerators to do a series of 15-minute electrical transcriptions with name bands and guest artists starting in spring, with MCA providing bands and William Morris office furnishing the celebs.

McCann-Erickson agency planning another elaborate Standard Oil air show.

1,000 for Molly

Molly Steinberg, conductor of the Stage Relief Fund programs heard every Tuesday, 2-2:15 p.m., over WABC, celebrates her 1,000th program on March 2. Time for the show has been donated by WABC since its inception in November, 1933. Program was heard for three years as a 5-minute feature, but in November, 1936 it was increased to 15-minutes. Hal Leroy, dancer, will help Miss Steinberg celebrate the anniversary.

Chatter

ALLAN D. GRIGSBY ("marriage counselor") is broadcasting from WSPD, Toledo, for the next week or so, but expects to return to WOR, Newark, within a short time. Three sponsors are after him now, none of whom will exercise so rigorous a censorship as his previous backer.

Jan Peerce will be soloist when the Cleveland Jewish Singing Society presents its annual concert in that city March 2, under direction of Charles D. Dawe. Igor Gorin, originally scheduled, was unable to fulfill the engagement because of assignments in Hollywood.

Col. H. Norman Schwarzkopf replaces Phillips Lord on the Gangbusters series for three weeks while Lord vacations. Schwarzkopf begins broadcasting tomorow night. Benton & Bowles is the agency.

Breen and De Rose recently sang a song in Esperanto over NBC-WJZ and the tuner-inner reaction was so gratifying the NBC's "Sweetheart of the Air" repeated the number yesterday over the same network at 10:05 a.m. By the by, May Singhi Breen's birthday is Feb. 24.

Jack Benny last week conducted the Air Gossip Column in the Detroit News, while Herschel Hart is taking a two-week rest. Hart also arranged with Fred Allen to write this week's column, assisted by Portland Hoffa.

Ray Cox, senior at the University of Iowa, has been appointed Publicity Director at WMT, Cedar Rapids-Waterloo. Cox is commutting between Iowa City and Cedar Rapids, going to classes in the morning and writing publicity in the afternoons.

Jack Stevens, formerly of WMAS, Springfield, Mass., is substituting at WTIC, Hartford, for Announcer Joe Ripley, now recuperating from a fractured skull received in an automobile mishap.

Art Shepherd, WMT's "Question Man", was passing around the cigars the other morning. Art is the proud father of a girl, Judith Ann, born at Saint Luke's Hospital in Cedar Rapids. Mother and daughter are doing nicely. Art says she will be a "natural" for the "Question Man" program.

WBAL, Baltimore, and the Mutual network carried the Salute to George Washington from the base of the first monument erected to George Washington in picturesque Mount Vernon Place, Baltimore, yesterday from 3:30 to 4 p.m. William K. Freiert, president of the Advertising Club of Baltimore; Mayor Howard W. Jackson, Major J. Purdon Wright, representing Governor Harry W. Nice, and Louis E. Shecter, chairman of the day, were the other speakers, plus band music and other ceremonies.

Charles Crutchfield, program director at WBT, Charlotte, is tentatively scheduled to handle the Wheaties broadcasts again this summer.

Harry A. Woodman, general manager of KDKA, has been elected to membership in the Pittsburgh Rotary Club. His classification is, "Communication Service-Radio Service."

Announcers at Station KFJZ, Fort Worth, are undergoing special training so that the exclusive broadcasts of Texas League ball games of local club will be tops from broadcast standpoint. Deal, involving $5,000 paid for broadcast privilege, calls for publicity support for intensive promotion of attendance through educational campaign before and during games.

James D. Shouse, president of KMOX, St. Louis, whose station has ben awarded a Special Showmanship Citation Plaque for 1936 achievements, will be presented the plaque at a special broadcast now being arranged.

Serial Clicks on KROC

KROC, Rochester, Minn., is currently broadcasting half-hour serial, "Josh Whitcomb and Four Corners," sponsored by the Self Service stores, written and directed by Peter Lyman. First show drew 908 letters, an excellent response for a 100-watt station. Sponsors have signed a 52-week contract calling for a show every Thursday, 1-1:30 p. m.

Bird Food Campaign

The Nature Friend (bird foods) will devote the major portion of its 1937 advertising appropriations to radio. Initial campaign has started in New York with a seven-a-week series now airing over WMCA. Frank Presbrey Co. is the agency with Louis H. Frohman as account executive.

Weber on Texas Trip

Fred Weber, general manager of the Mutual Broadcasting System, leaves today for Texas, and en route back may also cover some Oklahoma territory. MBS has no outlet in Texas at present, and it is believed that one good station in a desirable part of the state will do the trick.

Louise Mills Rejoins CBS

Mrs. Louise Mills rejoins the CBS sales promotion department in New York today, assigned to the owned and operated sales promotion division under Ed Reynolds.



NORMA YOUNG, for 15 years head of Los Angeles Examiner home economics department, starts March 1 doing a five-times-a-week "Happy Homes" program for KHJ, sustaining to start.

KEHE, Hearst Chain key, signed Olixer Gas, through Hanff-Metzger agency, for a two-times-a-week sport program, Bob Edgren's "Miracles of Sport" transcribed.

Walter Winchell goes back to New York early in March to carry on his broadcasts from there.

James Cagney, Sidney Skolsky and Mary Garden will be on the Kraft Music Hall program Thursday night at 10 o'clock E.S.T., with Bing Crosby and Bob Burns.

Ideas from Amateurs

Minneapolis—A new type of amateur program, designed to uncover ideas rather than talent, will begin at 5 p.m. today (C.S.T.) on KSTP, St. Paul and Minneapolis station.

Two staff announcers, Brooks Henderson and Rock Ulmer, will interview local persons who have worked out devices or systems, in the program titled "I've Got An Idea."

Among the ideas scheduled for a hearing on the first broadcast are a new-type shaving gadget, a new use for gasoline taxes, an unusual variety of nursing bottle, and a use for auto trailers during the winter season. Prizes of $5, $3 and $2 will be awarded for the three best ideas each week.

KMOX Conducts School

St. Louis—KMOX has inaugurated a radio school for members of the St. Louis Little Theater members. Department heads at KMOX present short talks on their particular work in radio. The classes are held weekly on Thursday evenings in the KMOX Playhouse, a completely equipped theater seating some 400. The first class was conducted by program director C. G. Renier and Arthur Casey of the production department before a group of 75.

190 Using Library

Over 190 stations across the country are now using the NBC Thesaurus library service. This is an all-time high for the number of stations using this type of service. New clients contracting for the service are WCOA, WHO, WEEU, WDWS, WAIR and KRMC, with WTAD, WDZ signing renewals.

The Revelers Quartet has been added to the list of artists.

The DIAL

RUDY VALLEE'S Royal Variety Hour steps out of its usual sphere for a guest star when Hilaire Belloc, famous English writer, comes to the program for his first American radio interview next Thursday. Belloc is the most distinguished figure of the literary world who has ever been presented on the Vallee Hour. On the same program are Jean Hersholt, 20th Century-Fox film star; Edgar Bergen, and Jean Sablon.

ANOTHER 20th Century-Fox player, J. Edward Bromberg, will be guest of Bide Dudley on his Theater Club of the Air program over WOR on Friday at 1:15 p. m. And a third actor from the same studios, Stepin Fetchit, was on Joe Cook's Shell Chateau hour last Saturday.

FRED WADE, baritone, and Rudy Martins Orchestra headline a new variety revue series known as the "Hour of Cheer" in the interests of the Hull Brewing Co., over WICC on Saturdays, 7:30-8:00 p. m. The program, produced in the studios of WTIC, Hartford, will again be under the general direction of Leonard Patrucelli, who will direct the Royal Waiters Quartet. In addition to the melodies of Rudy Martin's Band and the vocal solos of Fred Wade, the half-hour will also feature Helen Flanagan. The program will be announced by George Bowe.

A series of Sunday afternoon concerts, sponsored by the Hartford Electric Light Company and featuring a 14-piece string orchestra directed by Moshe Paranov, with an eight-man chorus conducted by Leonard Patricelli, will be introduced by WTIC, Hartford, Feb. 28.

"Lenten Meditations", to be heard weekly over WMCA during the Lenten season, started yesterday afternoon, 2:15-2:30 p.m.

"American Yesterdays," new series of historical sketches, starts Feb. 22 over WHK, Cleveland, at 3:15 p.m.

KFXR, Oklahoma City, for a long time identified as the sports station of Oklahoma, is carrying a daily sports program this year under the sponsorship of WHEATIES, with Dutch Smith as commentator and Bob Elliston doing the commercials.

JASCHA HEIFETZ

"When they pay an artist a big salary, they do not let the artist play or sing enough. We are not allowed to play what we like, what we know the people like. The radio people say their industry is ten years old—that they have learned what the people like. But I have been before audiences for 29 years—I think I know, too, what people want."

Station Flashes

KMAC, San Antonio, which forged ahead aggressively in the past two years under the general management of Howard W. Davis, has jumped into the ranks of the leading local stations with its complete new Western Electric plant of the most modern type. It calls itself "San Antonio's busiest radio station."

Although U. S. weather forecaster McDonald says that New Orleans will remain high and dry, that the levees protecting the city will hold, WDSU has taken necessary steps to organize an emergency network of amateur radio stations in the Mississippi valley. WDSU has installed radio and communications circuits between its studios and amateur station W5FPO, operating on short-wave with 1,000 watts. Several tests have been made of this network and the results have been pronounced satisfactory by Joseph H. Uhalt, President of WDSU, C. Alfred Thomas and Gene Treadaway of the New Orleans Key Station W5FPO. The entire movement is under the jurisdiction of Major Adjutant Ray Fleming of the U. S. National Guard and F. C. C.

A marked increase in coverage efficiency of WTAG, Worcester, outlet of the NBC-Red network, is reported since operation with a new 1,000-watt RCA high fidelity transmitter.

WBT, Charlotte, N. C., has installed a Hammond, Class B, electric organ in its large studio. It will be used on the new daily Philco shows running at 8:15 a.m. Mondays through Saturdays. Marie Davenport is the organist.

Using public address systems, WBT, Charlotte, N. C., recently sent its comedy-song team, "Just The Two Of Us," to Gastonia, N. C., to entertain at a Rotary Club luncheon. However, the real purpose was to audition the act for Threads, Inc., and its president J. Gottlieb, who is a member of Rotary. The club applauded and the show was taken by Threads and will start over WBT early this spring.

Since beginning its twice weekly Grady Cole programs on WBT, Charlotte, N. C., the Comet Rice Co. has increased its sales of rice 50 per cent in the Carolina territory.

WFIL Theater of the Air (Philadelphia), offering a weekly spread of dramatizations based on the works of Edgar Allen Poe, has made a tie-in with the Poe Literary Society. For the asking, listeners rate a free pass to visit the Poe house, located in Philadelphia. Deal looms as a natural for school teachers.

First of the new recorded musical series sponsored by Sears-Roebuck over Durham, N. C., Columbia station, WDNC, was heard sunday at 1:30 p.m.

Signing with WMCA for a nine-week 3-4 p.m. Sunday broadcast gives Father Coughlin two air talks in the New York area on the Sabbath. The other occurs at 8-8:30 p.m. over WOR.

A new series of radio amateur hours started Sunday over WICC, Bridgeport. Microphones were again placed in the Fairfield County Jail to broadcast from 4:30 to 5 p.m. an interesting portion of the rehabilitation project of the jail.

George Shackley and his bevy of beauties, the Moonbeam Ensemble, returned to the "Callin' on the Neighbors" program on WCAE, Sunday at 12:15 p.m.

C. Albert Scholin, well-known concert organist is presenting a series of Sunday evening recitals over KMOX.

Michael Aldrich Resigns

Michael Aldrich of the Columbia Broadcasting System Artistic Bureau has resigned. Aldrich, with a vaude background, came to CBS nearly three years ago and has been assisting Paul Ross in outside booking of CBS signed artists, such as theaters and night spots.

Bus Station Interviews

Raleigh, N. C.—Seeking human interest broadcasts, WPTF plans at an early date to install its facilities in the city's Union Bus Station and conduct special broadcasts during busy hours as buses arrive and depart. Interviews will be arranged with travelers who arrive from distant points, departing passengers will be questioned as to their destination, and bus drivers will participate in commenting on their experiences day by day on busy highways. WPTF hopes to create a "Grand Hotel" atmosphere for each program.

Making 13 Recordings

Glenn Darwin, baritone, heads a cast of artists who are making a series of 13 recorded programs. The other artists to be featured are Jean Ellington, singer; The Three Marshalls, harmony duo; Doris Hare, comedienne, and Al and Lee Riser, duo-pianists.

★ ★ ★ ★
EVERYBODY
WHO IS
ANYBODY
IN
RADIO
IS
READING
RADIO DAILY
EVERY DAY
★ ★ ★ ★

☆ "Quotes" ☆

JANE PICKENS: "It is much easier to convey a gay mood over the air than a pensive or blue mood. A carefree mood in singing is relatively simple to establish. A pathetic one is more difficult to create because it requires more subtle tones and effects."

* * *

HORACE HEIDT: "The life of a bandleader is not an easy one. His only regret is that there are only 24 hours a day. From the time he arises to the time he drops, exhausted, into slumber, his day is a round of interviews, rehearsals, business appointments, telephone conversations, and, of course, actually band leading."

* * *

JAN PEERCE: "A singer is like an athlete. He must keep in training constantly in order to be at his best. That is why it should not be considered unusual that I practice several hours every day."

* * *

JACKIE COOGAN: "Imagine yourself completely alone at the north pole, with no one within hundreds of miles. Then you'll know how I feel when I get up before a microphone. It's a sense of isolation that's hard to explain."

* * *

DAVE RUBINOFF: "Moral support of unseen audiences has been a great builder-upper for many ether artists. The rustle of fan mail has quite the same kick to it for radio artists as palm-whacking response to those making public appearances."

* * *

MORTON BOWE: "It certainly seems that radio must provide some sort of magical background which makes collaboration withstand all sorts of temptations. Ever since the following teams entered the air industry, they have never been parted: East and Dumke, Howard and Shelton, Stoopnagle and Budd, The Easy Aces, Block and Sully, Burns and Allen, Peter De Rose and May Singhi Breen, Amos 'n' Andy, Myrt and Marge, Lum and Abner, Gene and Glenn, and Molasses and January.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

★ New Accounts ★

Renewals

NBC

TASTYEAST, INC., Trenton—(Yeast candy), thru Peck Advertising Agency, Inc., New York, RENEWS "The Original Tastyeast Jesters" for 39 weeks on 20 NBC-Blue stations, Tuesdays, Wednesdays, Thursdays, 7:15-7:30 p. m., effective March 2.

GALLENKAMP STORES CO., San Francisco—(Shoes), thru Long Advertising Service, San Francisco, STARTS "True Detective Mysteries" on 6 NBC-Blue Pacific stations (KGO, KECA, KERN, KMJ, KGW, KFBK), Fridays, 7-7:30 p. m. (PST), on March 5.

AMERICAN TOBACCO CO., New York — (Lucky Strike cigarettes), thru Lord & Thomas, New York, RENEWS "Your Hit Parade & Sweepstakes" on 70 NBC-Red stations, Wednesdays, 10-10:30 p. m., effective March 10.

AMERICAN RADIATOR CO., New York—(Heating equipment), thru Blaker Advertising Agency, Inc., New York, RENEWS "Fireside Recital" on 21 NBC-Red stations, Sundays, 7:30-7:45 p. m., effective March 14.

CARDINET CANDY CO., Oakland—Thru Tomaschke-Elliott, Inc., Oakland, RENEWS "The Night Editor" on 5 NBC-Red Pacific stations Sundays, 9:15-9:30 p. m. (PST), effective March 7.

CBS

GENERAL BAKING CO., New York—(Bond bread), thru Batten, Barton, Durstine & Osborne, Inc., New York, RENEWS "Guy Lombardo's Orchestra" for 52 weeks on 27 CBS stations, Sundays, 5:30-6 p. m., effective Feb. 21.

GULF REFINING CO., Pittsburgh—(Petroleum products), thru Young & Rubicam, Inc., New York, RENEWS "Phil Baker" for 52 weeks on 60 CBS stations, Sundays, 7:30-8 p. m., effective Feb. 21.

AMERICAN HOMES PRODUCTS CO., New York—(Kolynos toothpaste), thru Blackett-Sample-Hummert, Inc., New York, RENEWS "Hammerstein Music Hall" for 52 weeks on 45 CBS stations, Tuesdays, 8-8:30 p. m., effective Feb. 23.

AMERICAN HOME PRODUCTS CO., New York — (Bi-So-Dol), thru Blackett - Sample - Hummert, Inc., New York, RENEWS "Broadway Varieties" for 52 weeks on 47 CBS stations, Fridays, 8-8:30 p. m., effective Feb. 26.

WFIL, Philadelphia

BROMO-ASPIRIN, thru Cox & Tanz Agency, STARTED Feb. 15, for indefinite period, daily participation in WFIL Women's Club.

DODGE BROS. CORP., thru Ruthrauff & Ryan Agency, STARTED Feb. 15, for 10 weeks, one minute spots weekly.

ITALIAN-SWISS WINE COLONY, thru Harvey-Best & Co., STARTED Feb 15, for seven weeks, three spot announcements weekly.

AMERICAN SEED CO., thru Charles Blum Agency, STARTED Feb. 15, for 13 weeks, one minute spots weekly.

TRIBUNE LAUNDRY, thru Oswald Agency, STARTED Feb. 15, for indefinite period, daily participation in WFIL Women's Club.

More Stations for Heatter

North American Accident Insurance Co. has bought Mutual time for Gabriel Heatter, whom it sponsors on WOR, and has added WGN, Chicago, and CKLW, Toronto. Agency is Franklin Bruck. Program is on 9:30-9:45 p.m.

AGENCIES

MONTAGUE HACKETT, formerly with Lord & Thomas advertising agency in charge of new business, has resigned to open an agency himself. Hackett's headquarters will be in Radio City.

DAVID ELLIS, promotion manager of Broadcast Producers of New York, Inc., has been appointed director of public relations for Porterfield Aircraft Corp. He will continue his duties at Broadcast Producers.

C. C. BOWMAN, JR., has become vice-president in charge of radio and business surveys for Wadsworth & Wood, Inc., the company announces.

YOUNG & RUBICAM, INC., will handle the exploitation and advertising campaign for the observance of "National Life Insurance Week." 150 life insurance companies will sponsor the event.

Johnson Signs Talent

Arnold Johnson, conducting the Feenamint Sunday evening show on MBS, has signed The Ambassadors, male singers, who have been heard with Kate Smith, and Christina Lind. Talent will now be permanent part of the program.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 11 NEW YORK, WEDNESDAY, FEBRUARY 24, 1937 FIVE CENTS

Hollywood Talent Race

Looking On
.... AND LISTENING IN

AUDIENCES Suppose motion picture producers, after releasing a film, were to take the whole cast to a theater and giver the very same production in the flesh.

You'd call it nutty, wouldn't you?

Well, it is no more nutty than the practice of permitting audiences in broadcasting studios to witness radio shows.

The most important thing in radio is the LISTENING audience.

And few things aggravate the listeners more than the studio audiences who laugh at things that didn't sound funny to the fireside tuners-in, hold up the show with applause when there is nothing to warrant applause, and in general make the listeners at home feel that they are missing the best part of the program.

Any show where a studio audience appears to be deriving more enjoyment than the listening audience is a bad show from the ultimate standpoint of radio.

COMEDIANS Another bad result of studio audiences is their effect on comedians. Many of them contend they need auditors for purposes of reaction and timing.

This provides no consolation for the listening audience.

Comics who owe their success chiefly to pantomimic ability, rather than vocal personality, should develop a new technique.

Performing antics which make the little studio audiences roar but cannot be seen by the millions of listeners in is the wrong kind of radio acting.

The laughter and applause of the

(Continued on Page 2)

$50,000 on Voice

Ice Industries (refrigerators) have taken a $50,000 insurance policy with Lloyds of London on the voice of Gladys Swarthout, who appears on their broadcasts over NBC every Wednesday night. A statement from the producer said Miss Swarthout was irreplaceable, and any last minute cancellations would prove too great a financial risk without adequate insurance.

SPONSORS DEFER TAKING BRADDOCK-LOUIS FIGHT

Altho contracts have been signed by James J. Braddock and Joe Louis, calling for a championship bout in Chicago, June 22, nothing definite is set in regard to radio angles.

Potential sponsors are holding off for the time being, due to the possibility of legal tangles expected to develop. Madison Square Garden interests declare they have first call on Braddock for the Garden.

NBC program department, thru John F. Royal, is in contact with fight promoters on the subject of broadcasting the fight, and it is presumed other webs are doing the same with a sponsor in mind. Buick Motor company sponsored several of the important fights during the past two

(Continued on Page 2)

Alfred Morton to Make Tour of NBC Stations

Alfred H. Morton, NBC manager of owned and operated stations department, expects to take a swing around the country next month visiting all NBC owned and operated stations. If he cannot clear the time necessary for a coast-to-coast trip, will take in a few stations at a time starting with the eastern NBC stations. This will be the first time Morton has visited NBC owned and operated stations since he became head of this division on Jan. 1.

Don Gilman of NBC Predicts Coast Will Surpass New York as Center for Radio Artists

Wilkins Made V.P.

Berne Wilkins, formerly of the WNEW sales staff, has been made assistant vice-president in charge of sales.

CONAN DOYLE'S SON FOR 'SPOOK' SERIES

Negotiations are on for the ether appearances of Denis E. Conan Doyle, son of the late Sir Arthur Conan Doyle. Doyle is being groomed for guest engagements and later for a series of his own.

Talks will deal to great extent with

(Continued on Page 3)

Congressional Speakers For New CBS Feature

Columbia Broadcasting System will introduce a new semi-weekly educational series over a coast to coast network on March 3, 3:30-3:45 p.m., titled, "Current Questions Before Congress." It will feature a member of the House of Representatives. The second program, to be aired Thursday, 5-5:15, will feature speakers from the ranks of the U. S. Senate.

Hollywood is definitely headed to equal or pass New York as a talent center for radio, said Don Gilman, NBC vice-president in charge of West Coast activities, before the Los Angeles Advertising Club's NBC Day luncheon yesterday.

Not just movie talent but all kinds of artists are establishing here, he said. NBC's own Los Angeles staff has grown from 18 to 60 in one year, and the NBC West Coast staff has

(Continued on Page 3)

TELLS HOW TELEVISION WILL AFFECT ARTISTS

E. P. H. James, head of the NBC sales promotion department, speaking before the members of the Art Directors Club last night as the first lecturer of the 1937 season, explained in non-technical language how television would affect the artists.

Present and coming developments

(Continued on Page 2)

NBC to Revise Setup Of Washington Station

In an application filed with the FCC, NBC is seeking approval for the complete revision of the technical set-up of WRC, its Washington station. The application asks for permission to install a new transmitter at a new location, increased power, and new vertical antenna.

WRC is asking for an increase in

(Continued on Page 3)

Adult Serial Dramas Voted Most Popular Day Program

Adult serial dramas are the most popular type of daytime radio program, occupying one-half of the commercial network time before 6 p. m., according to a report of the Cooperative Analysis of Broadcasting based on information supplied by more than 161,000 radio homes located in 33 leading cities of the U. S.

Entitled "Radio Audiences — May to September, 1936," the report gives detailed information on over 800 hours of commercial network broad-

(Continued on Page 2)

Small Bands to Hit Air On Local Chi. Stations

Chicago — Secondary or "relief" bands in most of the smart cafes and hotel dining rooms here will be given a chance for air-time in the latest tie-up between the night spots and smaller stations which are set to broadcast melodies of the "number two" orks just as soon as lines are readied to pick-up these remotes.

Hitherto, only the "name" band or featured attractions in the cafes and

(Continued on Page 3)

F. D. R. on CBS-NBC

President Roosevelt's address to Democrats assembled at Victory Dinners throughout the country on March 4 will be broadcast from 10:30-11 p.m. on that date over the CBS and the NBC-Blue networks. The President's address will be delivered at the dinner in the Mayflower Hotel, Washington. The dinners were arranged to liquidate Democratic indebtedness.

RADIO DAILY

Vol. 1, No. 11 Wed., Feb. 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

Rolls Series on 8 Stations

Rolls Razor Inc., New York (Rolls razors), will begin its spring transcription campaign on March 14 on eight stations scattered across the country. Disks will be a quarter-hour variety show each Sunday and will feature Doris Hare, Jean Ellington, Three Marshalls, Glenn Darwin with Al & Lee Reiser furnishing the musical support. Decca is cutting the disks for the sponsor. Series will run for 13 weeks, returning again in September. Stations are WBZ-WBZA, WOR, WJSV, WTAM, WBBM, KNX, KGO. Kimball, Hubbard & Powell Inc., New Lork, placed the account.

R. W. Clark to New York

San Francisco—R. W. Clark, KPO assistant station engineer, is being transferred to the NBC engineering staff in Radio City.

FINANCIAL

(Tuesday, Feb. 23)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	177⅝	175¼	175¼	— 1⅞
Crosley Radio	26	25¼	25¼	— ¾
Gen. Electric	60	58¾	59¼	— 1⅜
North American	30⅞	30	30⅛	— 1¼
RCA Common	12¼	11½	11½	— ¾
RCA First Pfd.	78⅝	77	77	— 1½
RCA $5 Pfd. B		(102 Bid)		
Stewart Warner	19⅜	19	19¼	.....
Zenith Radio	38½	36½	36½	— 2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17¾	17¾	17¾	— ⅛
Majestic	5	4½	4½	— ⅝
Nat. Union Radio	3½	3¼	3¼	.....

OVER THE COUNTER

	Bid	Asked
CBS A	49½	51½
CBS B	49	51
Stromberg Carlson	18	19

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 20, covering songs played from 5 p.m. to 1 a.m. on the CBS and two NBC networks. Only songs played 15 or more times are included.

Selection	Publisher	Times Played
This Year's Kisses	(Irving Berlin, Inc.)	30
Good Night My Love	(Robbins Music Corp.)	29
With Plenty of Money and You	(Harms, Inc.)	26
May I Have the Next Romance With You	(Leo Feist, Inc.)	25
When My Dreamboat Comes Home	(M. Witmark & Sons)	24
I've Got My Love to Keep Me Warm	(Irving Berlin, Inc.)	23
Love and Learn	(Chappell & Co.)	23
On a Little Bamboo Bridge	(Joe Morris Music Co.)	23
Trust In Me	(Ager-Yellen & Bornstein)	23
I Can't Lose That Longing for You	(Donaldson-Douglas & Gumble	20
Please Keep Me in Your Dreams	(Famous Music)	20
Serenade in the Night	(Mills Music Co.)	19
There's Something in the Air	(Robbins Music Corp.)	19
He Ain't Got Rhythm	(Irving Berlin, Inc.)	18
Night Is Young and You're So Beautiful	(Words & Music)	18
Slumming on Park Avenue	(Irving Berlin, Inc.)	18
Gee, But You're Swell	(Remick Music Corp.)	17
When the Poppies Bloom Again	(Shapiro, Bernstein, Inc.)	17
Boo-Hoo	(Shapiro, Bernstein, Inc.)	16
Swing High, Swing Low	(Famous Music)	16
Smoke Dreams	(Robbins Music Corp.)	16
You're Laughing at Me	(Irving Berlin, Inc.)	16
Little Old Lady	(Chappell & Co.)	15
Pennies from Heaven	(Select Music Co.)	15

Looking On

....AND LISTENING IN

(Continued from Page 1)

studio audience is not entertainment for the listeners at home.

And what about those painful waits, when the studio gang doesn't laugh spontaneously at an ancient or asinine joke, and the comedian pauses until a response is forthcoming?

If comics need a sounding board, let them put it in their cast, instead of aggravating millions in their homes in order to please a few hundred fans in the studio.

Tells How Television Will Affect Artists

(Continued from Page 1)

touched upon by James includes makeup, costuming, lights, scenery, titles, cartoons, and advertising illustrations. Their knowledge of color values would help, he said, since one color, a black and greenish white, would predominate Also discussed was the fact that tele would be the counterpart of sound effects—which would be sight effects.

More NBC Tourists

Tourist travel through the NBC studios this year is running 18,000 ahead of last year's figures at this time, according to the NBC Guest Relations Division, which conducts the tours. Last year about 560,000 admissions were taken in at the broadcasting center. The figure this year is expected to exceed 600,000.

Murray Grabhorn Laid Up

Murray Grabhorn, John Blair's general sales manager, is confined to his home by the grippe.

ADULT SERIALS VOTED LEADING DAY PROGRAM

(Continued from Page 1)

casting time. Over 160 sponsored programs are analyzed according to twenty-four types, four income levels, four geographical sections, and length of broadcast.

The report indicates that during the summer months, there is a decided trend toward lighter entertainment, more time being devoted to dance music, novelty shows and news commentators than during the winter; also, a lesser amount of time for such serious types as classical and semi-classical music, and dramas.

The number of daytime and evening programs decreased about 15 per cent during the summer, compared with the winter. However, the average evening program had a summer audience only three-quarters of winter listeners, while the average daytime program lost only about one-seventh of its listeners in summer.

Substantially the same programs were leaders in the summer as in the previous winter. However, the vacations of headliners such as Jack Benny, Fred Allen, Phil Baker, etc., during this period enabled several lower ranking shows to win a place in the table of summer leaders.

The members of the Governing Committee are D. P. Smelser, Procter & Gamble Co., chairman; George Gallup, Young & Rubicam, treasurer; C. H. Lang, General Electric Co.; George W. Vos, The Texas Co.; L. D. H. Weld, McCann-Erickson, Inc. and A. W. Lehman, manager.

COMING and GOING

ABE SCHECHTER, NBC director of special events, spent yesterday in Baltimore.

PHIL BAKER resumes his broadcasting from New York this Sunday on his return from Florida.

WALTER FLEISCHMAN left for Washington last night and returns today after appearing at the Dickstein bill hearing.

DICK STERN, formerly of KTSA, San Antonio, on a trip to New York.

LE ROY CLAYTON SIMPSON of RCA-Victor Co. and MRS. SIMPSON arrive on the Western World today from South America.

I. GOLDBERG of Pilot Radio returned from Havana cruise.

JASCHA HEIFETZ sailed on the Queen Mary this morning.

HARRY and JIMMY RITZ are at the Warwick.

THOMAS GAVIN of station WEBC, Duluth, Minn., visiting in New York for a few days.

CLIFFORD CHAFEY and W. A. RITLE of WEEU, Reading, in New York for a brief stay.

LESTER GOTTLIEB of the Mutual network publicity dept., leaves New York on March 7 for a one-week trip to Chicago, Detroit, St. Louis, Cincinnati and Washington. Gottlieb will confer with press representatives of the affiliated stations of the network in the various cities.

AL DONAHUE arrived in New York yesterday from Boston and will remain here until March 13, when he sails for Bermuda to fulfill a contract at the Bermudiana Hotel. Will return June 1 to spend summer season at the Rainbow Room.

SAM TAYLOR has returned to Hollywood with new radio plans.

Sponsors Defer Taking Braddock-Louis Fight

(Continued from Page 1)

years or more, but to date the Arthur Kudner agency, handling Buick account, has done nothing, unofficial, reason being the threat of Madison Square Garden to bring an action against the promoters of the Chicago fight. However it is understood that while Buick is interested in the fight, it is also in the midst of the resumption schedule being worked out for all General Motors advertising. In this respect, it is considered that any interrupted schedules are to be taken care of first.

Action of any sponsor would, of course, hinge on a network obtaining rights and clearing necessary time, which would be one hour earlier than a fight held in the East.

Heatter Subs for Lord

Gabriel Heatter, news commentator, has been selected as guest emcee of "We, the People" during the absence of Phillips Lord. Heatter will be heard for three weeks over the NBC blue network on Sundays from 5 to 5:30 p.m. Lord resumes March 21.


Leo Says
TONIGHT'S BEST BET:
Current History Exams
8:30 to 9:00 p.m.
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

HOLLYWOOD IN RACE FOR RADIO TALENT

(*Continued from Page 1*)

increased from 22 to 260 in 10 years.

NBC spends $1,000,000 yearly for staff salaries, $1,000,000 for artists, exclusive of sponsored coast to coast programs, $1,000,000 for stations in the West Coast chain. Marion Talley and Irvin S. Cobb headed 70 NBC entertainers for the luncheon.

Small Bands to Hit Air On Local Chi. Stations

(*Continued from Page 1*)

hotels have been heard on the air both in local and network shots.

Foremost in the new set-up to give their smaller orchestras a radio build-up locally are the Chez Paree, Casino Parisienne, Congress hotel while a number of other cafes and hotel dining rooms are expected to follow a rapid suit. Airing for the relief bands will be strictly a local affair with stations WIND, WAAF, WCFL, and WJJD listed as outlets to bring their music to Chicago radio listeners.

NBC to Revise Setup Of Washington Station

(*Continued from Page 1*)

power from 1,000 watts daytime and 500 watts night to 5,000 watts daytime, 1,000 watts night. The location for the new ultra-modern high fidelity RCA transmitter has not been announced, but is understood it will be located outside the city. Present equipment is in the Riggs Bank Bldg., located in the center of the downtown district, where it has been in operation since 1923.

The new transmitter will be installed in a one-story building of modern architecture with the vertical radiator located several hundred feet from the house. A coaxial tube will connect the antenna and the transmitter. It is expected that this new equipment will be in operation about five months after the FCC gives its approval. As previously reported WRC and WMAL, NBC's two Washington stations, will occupy new studios on the second floor of the Trans-Lux Washington Corp. Bldg., about July 1. WRC is a member of the NBC-Red network.

Conan Doyle's Son For "Spook" Series

(*Continued from Page 1*)

the metaphysical, in which science his father was considered a leading authority, apart from his authorship of the famed Sherlock Holmes stories. Representatives of Doyle believe there is a vast audience that would be interested in a radio series dealing with the hereafter and other intimate bits of talk concerning the late author.

Station Flashes

BELLINGHAM PUBLISHING CO., Bellingham, Wash., has asked the FCC for permission to construct an unlimited time 100-watt station, declaring it will not conflict with the present station, KVOS.

WSM, Nashville, inaugurates its news service March 1, having signed a contract with the International News Service.

Oral argument on the application of John S. Allen and G. W. Covington to install a new station at Montgomery, Ala., is scheduled for early in April. FCC Examiner's Report recently recommended granting the license, but application has not yet been approved.

WWL, New Orleans will feed CBS with four coast to coast hookups this week on the National Education convention. NBC will broadcast eight programs on the educators, originating through WSMB.

Hugh A. L. Halff, manager of WOAI, San Antonio, had his hands full last week entertaining various out-of-towners including Edward Petry of Edward Petry and Co.; R. M. Brophy, station relations manager of NBC; Kern Tips, manager of KPRC, Houston; Jack Latham of Young & Rubicam; Bill Shinnick of N. W. Ayer & Son, and Leonard Lewis of Printer's Ink.

Nehi Selects Stations For Transcribed Series

Nehi, Inc., Columbus, Ga. (Royal Crown Cola), on March 15 will start its large guest star transcription campaign on 42 stations from coast to coast. The recordings produced by Jean Grombach, Inc., New York, will be half-hour programs, broadcast once weekly. Series will run for an initial 13-weeks with the possibility of renewal. Program will be entitled "Idols of Millions" with Jack Dempsey as master of ceremonies introducing guest stars, with Frank Bentry's orchestra furnishing the musical support.

The cost of the station time and talent will be split equally between the manufacturer and the distributors in each territory carrying the disks. Sponsors product has national distribution with the exception of the New York and Boston areas, but there is a possibility that a New York station may be selected regardless.

Stations on the list include WSB, WHO, KMOX, WDAF, WJDX, WSM, WENR, WBT, WLW, KTAR, KFI, WDRC, WJSV, WIOD, WHAS, WWL, WFBC, WNOX, KTRC, WKY, KDKA, WMC, WFAA, WRVA, KGO, WJAX, WDAE, WTOC, KWKH, WGY, WDOD, WTAR, WDBJ, WBRC, WWNC, WIS, WTAM, WOAI, WSFA, WPTF, KTUL, WJAR. James A. Greene & Co., Atlanta, placed the the account.

The latest WELI (New Haven) announcer, replacing Ed Lush, who recently replaced Ralph Kanna, is J. Freeman Coffey, at one time associated with WBRY in Waterbury, and for 8 years connected with legitimate stage production in New York.

Elsa Hemenway departs from WICC (New Haven) and her "Piano Miniatures" at the end of the month to travel and teach in Maine.

In accordance with WELI's (New Haven) sundown permit, operating time is extended to 6 p. m., beginning March 1 and correspondingly during the next few months until June brings it to 8:30. Meantime, full-time application is before the FCC.

WBAP on at 5:45 A. M.

Due to heavy commercial schedule, WBAP, Fort Worth, now goes on the air at 5:45 a. m. each week-day.

RADIO SKIMMED OVER IN A. T. & T. PROBE

Washington Bureau of RADIO DAILY

Washington—Resignation of Samuel Becker, special FCC counsel in charge of the A. T. & T. investigation, yesterday brought out that the A. T. & T. probe will come to a close shortly with radio and television being touched upon just lightly. Becker, quitting to take up law practice in Milwaukee, denied his resignation was due to a reported misunderstanding with Commissioner Paul Walker. Walker also denied any friction, declaring that Becker's departure simply means the active work on the inquiry is drawing to a close.

Regarding television, Becker said this is a new art and any probe should be conducted from the viewpoint that it had not been completely developed yet. He further stated that, should Senator Wheeler introduce his newspaper-radio inquiry bill, he would be glad to lend any assistance he could.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

RADIO STATION!
AUDITORIUM!
DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075

Los Angeles

NBC and Mutual chains put their mikes in at Santa Anita for a coast to coast airing of Santa Anita Derby on Monday and the Handicap next Saturday, but Columbia cancelled its arrangements last minute. Bryan Field, Mutual turf ace, and Clem McCarthy of NBC's Eastern staff, here to cover.

Chase & Sanborn has taken up its option for a second 13 weeks of Haven MacQuarrie's "Want to Be An Actor?" program. Condition of renewal is that the program must come off from KFWB, local station on which the program originated, and which has continued to carry it on week days since it was signed to go nationwide on NBC.

Switchover of National Biscuit's Twin Stars show from NBC to CBS has been put over from March 28 to April 4 to give Buddy Rogers time to finish his British picture contract, get home to direct and make fun on the gala switchover program.

Ad Club having NBC day Thursday, with Don Gilman, v. p. in charge of Western Division, as speaker; Irvin Cobb, Marion Talley, Don Wilson, Tommy Harris, Frank Hodek and ork and Syd Dixon, sales chief for Los Angeles.

Fox Case, public relations and special events for CBS, appointed to the advertising committee of the All Year Club.

Gus Edwards' Schooldays of the Air program start postponed a week to March 1, on KFWB, to give more time to polish up scripts. So Sunset Oil's Curtain Calls program initiated KFWB's new radio theater with its first weekly audience show. Edwards, sponsored by Gaffer's and Sattler (stoves) follows March 1, and Eddie Peabody's participation show goes in as a regular feature on March 9.

Cal. Sanitary Co. has signed a new twice a week contract to go on KFAC with "Lives of the Great," transcriptions.



February 24
Greetings from Radio Daily
to
May Singhi Breen
Jack Ingersoll

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Al Shayne signed to Matty Rosen after leaving Sally's WHN show March 28....Next sponsor may be I. J. Fox, a competitive firm ....Mark Warnow set for Lucky Strikes after three weeks of dabbling.... Seems that they wanted him to relinquish his sustainer, "Blue Velvet", which he refused....Thought it over and then signed him for 13 weeks.... Get Howard Barlow to tell you his "flood" story....Grace Wonders telling propositioners Ralph's too busy....Bobby Sanford's wife now handling a unit while he attends to N. Y. affairs....Oscar Shaw very, very busy constructing his $65,000 estate in Great Neck....Jerry Cooper, up from a grippe attack, stood in front of Lindy's the other night....Abner Silver appears on Paul Ash's airing tonite, playing his new song, "The Mood That I'm In", a hit....Abner wants Fred Astaire to o.k. the use of the dancer's name in the lyric of a song he has set with a publisher....Song also has "Ginger Rogers" who consented.**

● ● ● *(Baby) Rose Marie's dad, Frank Curley, has been arrested in 19 cities for displaying his daughter on the stage....28 times in Cleveland alone....Marie begins 12 records for Brunswick today....George Jessel's protege, Harry Spears, will get CBS air. ....Roland Young appears on Radie Harris' show Friday....WMCA's prexy, Donald Flamm, is the creator of Harry Hershfield's "laying an egg" idea....Deal for WMCA moving above Lindy's fell through ....Reason for the NBC wire being yanked from the Hickory House is that during an airing a firecracker was set off....Bobby Gilbert on Fred Allen's show tonite is Ed Wolfe's brother...."King of the Night Club Announcers" Bill Melia, now running the Arcola Club in Jersey....Louenna Rudd (wife of Announcer Paul Gregory) is on Professional Parade next Wednesday....Send congrats to Bettie Glenn who starts her ninth year in radio this week.*

● ● ● **George Redman is now writing the "Showboat" program.... "Donald Duck" comes from Hollywood and will appear on Saturday's Joe Cook airing....Tom Luckenbill of the Thompson agency scouting talent for the air in Chi....Marguerite Howard, who did the Ford airings with Ferde Grofe's band, now at the French Casino in Miami....Mary Lewis will broadcast from Philly Thursday via NBC....Bernie Foyer booked Joseph Nathan Kane, another "Believe-It-Not" idea, for the Shell show Mar. 6....Songwriters' Guild of America hold their dinner tomorrow at the Piccadilly....Margaret Speaks is back from Hollywood to resume her alternate spot on the NBC Firestone program....Warbler firmly believes that she is not for picture life and will stick to radio....Mary Jane Walsh has been booked for a guest appearance on the Vallee show a week from tomorrow, date set by F. E. Kesler....Young Miss Walsh is hailed as a find in the characterization field and will come in for a buildup....Josef Cherniavsky will guest-star the 12-year-old Arnold Eidus, violinist, whom he ran across at house party ....maestro believes the lad has unusual possibilities.**

● ● ● *Frances Hunt is signing a three-year contract with Lester Lee and is scheduled to do a "Langford" on the screen....She doesn't know it but "Taps" has donated the use of his home as a wedding present to Lou Bring and her....They'll be married in two weeks ....Tess Gardella, who won a $115,000 verdict for "Aunt Jemima", has to await the other side's appeal in April....She's doing five transcriptions for Norge....NBCasters were told to plan and build programs in their spare moments....*

Chicago

WILLARD FARNUM back to microphone acting here at NBC after a Florida vacation reporting a gain of 18 pounds. More additions to the "Mary Marlin" cast in the persons of Ann Stone, Arthur Kohl, Michael Romano, Chicago attorney who acts for the fun of it and Robert Barron. June Meredith was a previous addition.

"Mountain Music" is the title of the Paramount pix that the Hoosier Hot Shots will appear in along with Bob Burns and Martha Raye. The boys will be back in Chicago in time to appear on the Saturday night Barn Dance program of March 13.

Charlie Agnew takes his band into Casino Parisienne today and will be aired over NBC nightly.

Such versatility as singer, public speaker, producer, performer, script writer, hymn writer, piano, guitar and harmonica exponent are among the things NBC list for Gene Arnold.

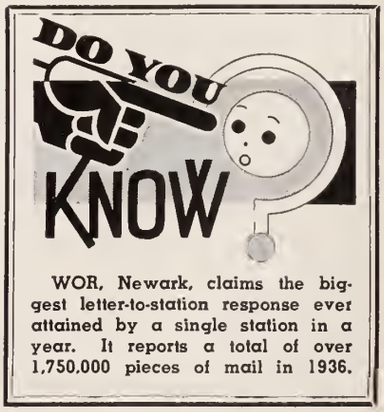
Backstage Wife marks its second year on the NBC net on Thursday.

Bill Thompson, funny-man, guest appearances on the Tea Time at Morrell's on Friday.

Eddie and Fannie Cavanaugh are excited over an interview they are going to do with June and Cherry Preisser, dancing starlets of the Follies.

Benny Re-Signed

Jack Benny has signed a new exclusive three-year contract with General Foods (Jell-o) his current sponsors. Present contract terminates in June and Benny will begin broadcasting under the new contract when he returns to the air next fall. Mary Livingstone has also been signed for the same length of time. Young & Rubicam is the agency. Program will continue to be heard Sundays over the NBC-Red network.



WOR, Newark, claims the biggest letter-to-station response ever attained by a single station in a year. It reports a total of over 1,750,000 pieces of mail in 1936.

COMMENTS
On Current Programs

MILTON BERLE'S first Gillette broadcast from the coast, and incidentally the initial airing from the newly acquired CBS broadcasting theater in Los Angeles, went off very neatly. A portion of the show was enlivened by the guest appearance of Joe Penner. Which will probably result in Berle returning the favor by visiting Penner's program some future Sunday. And so the scrambling of stars continues.

JOE PENNER, by the way, has developed his radio comedy style to a very entertaining degree. His present skits are a pretty far cry from the "nasty man" and duck busines that once threatened to mark Penner as a transient oddity of the airwaves. A delectable item on his programs is the crooning of Gene Austin and his neat little trick of sliding into the program without fanfare.

HOME INTERVIEWS, the Sunday afternoon WJZ feature, invaded a home last Sunday and brought to the mike a chap who would make a swell radio actor. He said he was a butler—not English, but Scotch, and presently unemployed. His conversation was very pleasant to the ear.

ALEXANDER GRAY and his ringing baritone voice enriched the Ed Wynn program over WJZ on Saturday night. Gray sang a couple of numbers, including "One Alone" from "The Desert Song" in which he has no peers, and also did a little clowning with Wynn. Any vocalist with a voice like Gray's ought to be heard more frequently on the networks.

SID GARY is another robust warbler whose voice has been showing steady improvement with frequent usage over WOR, WMCA and elsewhere. On Saturday evening he graced the Benay Venuta variety hour, along with Willard Amison and others. Miss Venuta always puts on a good show, and this goes for her vocal efforts as well.

ONE MINUTE INTERVIEW

EDGAR A. GUEST

"The thing that awes me about radio is the fact that it plays to such a universal audience, with listeners from prison cells to palaces; and another thing about it is that it has made the nation familiar with things they knew nothing of 20 years ago, when the best singers and opera were for the rich only."



"BILLY GLASON'S FUNFEST"

Sustaining
WMCA (Inter-City Group), Sundays, 6-6:30 p. m., EST.

VARIETY SHOW BOWS WITH SEASONED TALENT FAILING TO PLEASE.

Billy Glason, a headliner from the two-a-day era of vaudeville, made his debut with a variety show, hoping to get his spurs into the Sunday night comedy class. As Billy put it during the 30 minute routine: "The Stuff is here and it's mellow"; the "stuff" was there but not used to advantage. Show features Carl Fenton and his orchestra, Jerry Baker, longtime favorite of WMCA, Lorraine Barnett, contralto; Dick Porter, rhythm singer, and Howard Doyle, announcer, as straight man.

To the tune of "Crazy Rhythm" of Fenton and the boys, the program telegraphed a fast moving performance. Then announcements with another band number. Glason came forward with an ancient black out followed by a vocal from Lorraine, who sounded just all right. Baker was out of form with his offering of "I've got the Rocking Chair Swing." Another band number, another timeworn skit, into Porter's routine, another gag, a bit of recitation from Glason, which was the high-spot of the show, and another disappointing rendition of a song by Jerry.

Seems that the musical part of the show, except for the band, were in poor form. Nervousness cannot be attributed as the cause, since all are seasoned performers. Probably an off-day. Glason definitely needs material. His delivery and timing are o.k. The show has a fast pace for a background, but fails to hold during the individual spots.

"LET FREEDOM RING"

Sustaining
WABC-CBS Network, Mondays 10:30-11 p. m.

EXCELLENT EDUCATIONAL DRAMATIZATION OF STRUGGLE TO WIN CIVIL LIBERTIES.

Presented under the auspices of the Office of Education, U. S. Department of the Interior, this weekly series will attempt to educate listeners in the matter of civil liberties and the early-day struggles for such constitutional rights. Judging on the basis of the first program, the series should be both instructive and entertaining. Initial broadcast was devoted to dramatizing a factual story telling how the Bill of Rights was written into the Constitution. Succeeding issues will tell how various other personal rights were brought about after strife and even bloodshed. The series is being produced by the Educational Radio Project, using script writers and actors on its staff, with original music by Rudolf Schramm.

"KITCHEN CAVALCADE"

With Crosby Gaige
C. F. Mueller Co. (Macaroni)
NBC-Blue, Mondays through Fridays, 10:45-11 a. m.
Kenyon & Eckhardt, Inc.

COLORFUL VARIETY SHOW COMBINING DIVERSIFIED ENTERTAINMENT WITH COOKING HINTS.

This program ought to click not only with the housewife but also with any other grownup who happens to be around the house at 10:45 a. m. Crosby Gaige, the Broadway theatrical producer who also is reputed to have some culinary talents, makes a very agreeable master of ceremonies for the show, which aims to depict the drama, comedy and romance behind various food dishes. Dramatizing of historical incidents having to do with food, comments about the favorite dishes and snacks of theatrical celebrities, and other entertaining bits, including some nice accordion interludes, make up the routine, and there is no over-plugging of the sponsor's product. Jean Grombach, Inc., is producer of the shows. The first two programs were thoroughly enjoyable and marked Gaige as a good radio personality.

NBC Guides and Pages Putting on Own Revue

Seeking an award of a week's vacation with pay for the outstanding performer, the guides and pages of the National Broadcasting Co., in Radio City, will present "The Brass Button Revue of 1937", a program of variety entertainment, on Saturday, 4-4:30 p.m., over the NBC-Red network.

The program will be written, produced, directed and acted by the guides and pages themselves. The only professional talent in the revue will be Jerry Sears and his NBC orchestra, who will provide the musical support. A cast of 25 will feature five solos by tenors and baritones, a travesty on the current Sherlock Holmes mystery plays, songs by the Brass Button Octet, and a round-table discussion of the Radio City tours, conducted by the guides.

Letters from the radio audience will determine the winner.

Voice of Southland on Trip

Dallas — Voice of the Southland, program originating from WFAA with Clarence E. Linz, first viceprexy of Southland Life Insurance Co., as producer and master of ceremonies, will travel to Wichita Falls for its Monday evening broadcast. The program will salute Texas and Oklahoma bankers, who are convening there.

PROGRAM ☆ IDEAS ☆
What Local Stations Are Doing

SOMETHING UNIQUE in the way of a behind-the-scenes broadcast was carried by KSTP, Minneapolis-St. Paul station as a stunt—an informal "tour" of the studios.

Show went on for a half hour, giving listeners an informal view of all persons in the studio, showing just what makes a broadcasting station "click." The "tour" included brief interviews with the station personnel; broadcasts from various rooms, showing programs in preparation, auditions being run, orchestras in rehearsal, programs being routed, equipment constructed and repaired.

In a second radio behind-the-scenes broadcast as a follow up, the station took its listeners to Mid-West Recordings, Inc., in Minneapolis, to show radio transcriptions and sound-effects records in the making.

A new series under the title of "The Civic Forum" was inaugurated recently by KDYL in Salt Lake City. The program consists of an informal, *ex tempore* round-table discussion by prominent educators, legislators, and business men on topics of current civic interest, and the panel is composed of men who represent various interests, with plenty of room for spirited discussion.

Believing that plenty of people think they can be as funny as Fred Allen, Jack Benny, Jack Pearl or Ed Wynn, or that they can sing as well as the radio headliners, KSTP, Minneapolis and St. Paul station, is inaugurating a new program series, "Radio Doubles."

The program is to be aired once each week, with the gates thrown wide for all imitators to give them a chance to prove the often-voiced threat, "I could do as good as that guy."

Doubles talent was solicited through a series of minute announcements on the station and through stories in the station's affiliate, The Minneapolis Journal.

Talent in quest of a sponsor will be rounded up by WSYR, Syracuse, and offered over the air in a Sunday night half-hour show billed as "Orphans of the Ether." Among the sustainers already lined up for the program are the Norcross Sisters, Big Freddy Miller, Fred Ripley and Fred Jeske.

REEVES STUDIO
RADIO TRANSCRIPTIONS
Noiseless Film and Wax Recording
•
ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

The DIAL

THE Atlantic Seaboard spelling championship will be decided in the Chase & Sanborn National Spelling Bee over WMCA on Saturday, 7-8 p.m. The Spelling Bee, conducted by Dr. Harry Hagen, has been touring cities on the Inter-City network in recent weeks broadcasting "spell-down" contests from Philadelphia, Boston, Baltimore, Washington and Wilmington, in addition to New ork.

DALE T. MAYRS, recently production manager of WKBN, Youngstown, and Thelma Gilson, formerly of WLW and WKBN, have started a new series of programs over WGAR, Cleveland, for Pocahontas Oil Corp.

MARCELLE (Loretta Miller) goes on the air via KFKR, Oklahoma City, 4:45-5 p. m. daily, with Hollywood screen news.

FELS NAPTHA SOAP now is sponsoring the "Yours Truly, Mr. Dooley" program broadcast over WOW, Omaha, at 5:15 p. m. Mondays, Wednesdays and Fridays. The program also has become a two-man affair with the addition of Staff Announcer John K. Chapel to act as a foil for Dooley.

LOCAL commercial announcements for the "Vic and Sade" program originating in Chicago have been taken over by Program Manager Harry Burke of WOW, Omaha.

Saturday Night Record Claimed by Question Bee

On the basis of the latest Clark-Hooper survey, Uncle Jim's Question Bee, sponsored by G. W. Washington Coffee over WJZ on Saturdays, 7:30-8 p. m., has more listeners than any other Saturday night program. Audience percentage for the quiz is 39.8, compared with 38.8 for the Lucky Strike Hit Parade, 36 for Ed Wynn and 31 for Shell Chateau.

Novel Prize Twist

Weston Biscuit Co. (Crackerettes), airing over WOR every Sunday, 9:45-10 p.m., is offering three prizes, $25, $15 and $10, to the writers that send in the best 30 word letter telling why they prefer the sponsor's product. Novel twist to the offer is that the week's winners are announced at the beginning of the program, and are told over the air that their prize will be delivered to them within the following 30 minutes. A Western Union messenger then appears at the designated time and presents the money.

Chatter

DOROTHY ALLEN is the new assistant to Evelyn Gardiner, who conducts the daily Home Forum broadcasts from KDKA.

Lillian Norvell, feature writer and former radio commentator, has shifted to the advertising department of WWL, New Orleans.

Jimmy Shouse, manager for station KMOX, St. Louis, is back from a business trip to New York.

Peggy Duncan, first lady of the swing at KWK, St. Louis, is recuperating from a recent appendectomy.

Charles Stookey, announcer for KWK, must remain in St. John's Hospital for another two weeks, while his fractured right arm and leg recover from the effects of an automobile crash. Tom Dailey, a brother announcer, and James Burke, chief engineer for KWK, injured in the same crash, have been released from the hospital.

Additions to the KWK staff in St. Louis are Billy Mills and Norman Paule, vocalists, and Clarke Morgan, who accompanies Paule on the recently installed Hammond organ.

Arthur Godfrey, CBS announcer, will appear with Prof. Quiz when the Kelvinator-Nash series begins on CBS, March 9, 8:30-9 p.m. Geyer, Cornell & Newell, the agency, also is negotiating for an NBC spot.

George P. Marshall, sportsman who will have charge of the entertainment program for the Greater Texas and Pan-American Exposition, Dallas, next summer, arrives in Dallas on Monday to begin making plans.

With plans for a radio program involving Gertrude Berg and Bobby Breen still distant, Sol Lesser yesterday signed Miss Berg to write an original story for Bobby's next venture in the films, tentatively titled "Happy Go Lucky."

Cupid spends a lot of time around WSOC, Charlotte, N. C. Among those for whom wedding bells have chimed in the last several months are Bomar Lowrance, sports reporter; Paul Norris, program director; Charles Glenn Hicks, Jr., assistant program director, who wed Virginia Presnell, former office-manager of WPTF, Raleigh, and Dick Faulkner, newscaster and special events announcer.

Supervising New Network

Odes Robinson, former chief engineer of station WIRE, Indianapolis, is the technical supervisor of the new West Virginia network that was started recently. The network will have for its key station WCHS of Charleston, W. Va. Robinson will have a crew of 20 radio technicians under his direct supervision.

New Series on WNEW

A new program consisting of a series of six broadcasts, featuring Larry Miers, cable editor of International News Service premieres Thursday, 8:45, over WNEW. Miers will pick a different country each week and interview a student from that country residing in the U. S. The Intercollegiate branch of the YMCA is behind the series.

To Scranton for Benefit

A troupe of radio headliners entrain for Scranton tomorrow to give an annual benefit performance in that city the same night. Among the artists making the trip are Arline Harris, Rex Chandler, Jack and Loretta Clemens, Willie Morris, Nick Lucas, Edith Holder, and Rielly Gray, who will emcee the show.

Ivan R. Head at WBAP

Ivan R. Head, for many years manager of Station KGFG, in Oklahoma City, is now on the announcing staff of WBAP, 50,000 watter in Fort Worth.

Radio Legal Department

Fitelson & Mayers, law firm with considerable activity in the motion picture and music industries, on March 1 will extend its practice to include a department specializing in the radio field.

Decisions on radio matters in every state in the country, as well as abroad, will be obtained by the office.

Orlando Joins Souvaine

Nic Orlando has joined the staff of Henry Souvaine, where he will work on some new musical and script ideas. Orlando for 18 years, was musical director of the Plaza Hotel.

Fickett on Sick List

Homer Fickett, co-director of "March of Time", is on the sick list with throat trouble.

Pederson to Manage KOL

West Coast Bureau, THE RADIO DAILY

Los Angeles—Elmer D. Pederson, national sales manager for KNX, Columbia key, returned from his coast trip last week-end and announce his resignation here to manage Seattle's KOL, starting March 15.

"Movie Man" on WINS

"The Movie Man," dispensing film gossip and replies to dialers' questions, makes his radio debut tomorrow at 9:45 a. m. over WINS and the N. Y. State Broadcasting System. Program will be on Tuesdays, Thursdays and Saturdays.

MUSIC

PHIL GROGAN, control room engineer, and Frank Martin, announcer, from WKY, Oklahoma City, have formed a songwriting team and their first efforts are to be published soon by Exclusive Music. Martin is at present a senior in the Law school of the University of Oklahoma, while Grogan is in New York, having been heard on the CBS Tuesday Jamboree playing a swing ulelele. Titles of the new tunes coming out are: "My Date Book's Closed for the Season" and "Gazin' Into Space".

Grogan, on the music, and Martin, on the lyrics, are now collaborating via airmail.

Bert Block and His Orchestra, at the Hotel Syracuse, Syracuse, N. Y., have had their engagement extended to six months. Block now gets six shots weekly, instead of four, over WSYR, and his bell-music is making quite a hit in Central New York.

The Landt trio have opened a song publishing office which will be operated in addition to the trio's regular radio work. In honor of the fourth member of the team who recently died, the new firm will be known as the Landt-White, Inc.

Carl Ravell and ork, making merry in The Blue Room of the Roosevelt, New Orleans, are airwaved via WWL.

Tony Almerico, trumpeteering comic, waves the baton nightly at Prima's Shim Sham in New Orleans. He takes the ether over WDSU.

Domenico Savino, arranger, composer and conductor, has returned from Italy, where he scored and directed an Italian film starring Tito Schipa.

Vernon H. Pribble, manager of WTAM and anti-theme song crusader, will ask WTAM ork leaders playing non-commercials to shelve theme songs. This will apply to Cleveland bands WTAM picks up for NBC spots.

Multi-Lingual

Foreign tongues are being used to plug a brand of beer on KSTP, St. Paul, Twin Cities station. The cast opens with a foreigner, spieling in his native tongue, the merits of the beer. Then the announcer chimes in with "That's what everybody in America is saying, too, Ole (Oscar, Herman, Sin Loo, or whatever the case may be).. One man was found who could talk the language of native head-hunters of Africa, but sponsors turned him down, fearing that head-hunters didn't care much for beer, anyhow.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

MOST gregarious scribe in radio.... Jane West....claims she's had more collaborators than any other purveyor of scripts to the ether gentry....She's "Mrs. Bailey" of "The O'Neills" program authored by her....likes to have her audience crystal-gaze....then tell her what they think the Famille O'Neill should do next....Super-cargo on the "Showboat" Thursday: Ruth Chatterton, 14-year-old violinist Marjorie Edwards and 16-year-old Mary Small....Cornelia Otis Skinner, lone wolf of the drah-ma, is knee-deep in "you-alls" again....having resumed her Southern tour....She's adding to her Mason Dixoniana on account of she'll do folk sketches on her soon-to-be series over NBC.....Seven-year-old Dorothy Warner tells who buys whose lollypops in the youngest set for the Rappahannock Times....She'll describe her infant Winchell activities for "We, The People" next Sunday....Gretta Palmer, femme Fourth Estater, now Bermudaing, returns in time to say this and that about things to wear March 1...."Heinz Magazine of the Air".

▼ ▼

May Singhi Breen and Peter De Rose will fete radio's pioneer newspaper critic when, as and if they find him....he'll guestar on their program.....Soon-to-be-sponsored: lark Helen Gleason of "Frederika"....and Virginia Pemberton, versifying vocalist of Nick Kenny's last week's broadcast.....Adolescent addenda.....14-year-old Gloria Perkins and her violin to be aired March 4.....via Bamberger Symphony....14-year-old pianoforte prodigy Sylvia Dikler to do likewise tomorrow....Betty (The Women) Lawford's chat with Larry Gray....WOR Thursday a.m. will be frothy.....she'll discuss the high-compression foam bath she takes in the Max Gordon opera....Kathleen Norris, Lucrezia Bori, Dorothy Thompson and Mrs. Herbert Hoover to help the Girl Scouts airwave their 25th birthday in the "land of the free" jollification, March 12.

▼ ▼

Agnes Davis is the songbird Nordica ....another gal talks in the "Cavalcade of America" version of the diva's life.... Thursday morning will see arrival of Mary Livingstone aboard the Century for her Eastern vacation.....Another screen-gal to guest artist is Carole Lombard.....via "Hit Parade", March 6th.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 4 of a Series.

WOW--Omaha

5,000 *Watts*—590 *K.C.*
Woodmen of the World

WILLIAM RUESS, Dir. **JOHN T. GILLIN, JR., Mgr.**

ON April 2, 1923, an empty office was cleaned out on the nineteenth floor of the Woodmen of the World Life Insurance Association Building in Omaha and WOAW went on the air for the first time with a chorus of 75 voices. $25,000 had been spent in construction. The call letters had been taken from a ship which had been shelved. Not until December 15, 1926, were the present call letters, initials of the owners, forthcoming.

* * *

BUT that one room studio is no longer in existence. WOW immediately proceeded to go places. Under the guidance of the Woodmen, the station effected a tie-up with the NBC-Red network on October 1, 1927. Followed a series of special event, stunt and general broadcasts that soon built up an enviable reputation. Technical progress was not overlooked, and on December 8, 1935, WOW opened their new studios which consisted of the entire second floor and combined the finest in construction, broadcasting facilities and modernization.

Theirs is not a staff to rest on past performances. The organization is composed of young men fresh from the leading colleges of the United States. They have made radio history by being able to completely adapt themselves to the ceaseless changes of pace that occur in radio. More than once they have placed their entire facilities at the disposal of their listeners by broadcasting flood warnings and appeals, dispatching trains during blizzards, civic movements and important political highlights.

* * *

THE station's new transmitter, together with their recent increase in power from 1,000 watts to 5,000 watts has lifted WOW to the top flight of independent stations and given it a dominant position in the Missouri Valley territory.

The Woodmen of the World, with cash assets of $124,000,000, want to have the best radio station in the country.

Advocate Copeland Bill Governing Radio on Ships

Commissioner Irvin Stewart and E. M. Webster, an engineer, speaking for the Federal Communications Commission, yesterday advocated approval by Congress of the Copeland bill to extend regulations governing the use of radio on American ships.

The two men, addressing the Senate Commerce Committee, advised that the legislation was needed to replace inadequate statutes and meet the government's obligations under the 1929 international convention for safety of life at sea. The Senate passed the measure last year but the House has failed to act thus far.

Great Lakes ships operators have voiced objections on the grounds that the bill fails to recognize the increasing use of radio telephone on inland waterways. Rep. Harter, of Ohio, suggested an amendment permitting use of the radio telephone.

Brokenshire With Agency

Norman Brokenshire, former radio announcer and master-of-ceremonies, has been retained to head the radio department of Jay Lewis Associates it was announced yesterday.

Canadian Electrical Meet

The Canadian Electrical Association will hold its 47th annual summer convention June 21 to 24 at Banff, Alberta. B. C. Fairchild, Montreal, is secretary.

New FCC Headquarters Being Readied in Dallas

Dallas—Texas and Oklahoma will offer commodious quarters and greatly improved receiving facilities to their professional and amateur radio enthusiasts when headquarters of the new parcel-post building here are completed. Plans for the new set-up are under the supervision of Frank H. Kratokvil, chief of the Dallas bureau of the FCC.

Under Kratokvil's current plans, it will be possible to give examinations to 18 applicants simultaneously in the improved quarters.

Kratokvil's district includes all of Oklahoma and Texas, except Gulf Coast counties, which come under the jurisdiction of the Galveston bureau. The Dallas bureau last year gave examinations to 435 commercial radio operators and 500 amateurs and made 190 investigations.

Sixth Year for WROL

Knoxville—WROL, one of the outstanding low-powered stations of the South, is celebrating its sixth year of rebroadcasting this week. Starting with WLW, Cincinnati, the station has built up rebroadcast connections that now include several leading stations of the country, among them WSM, Nashville; WHAS, Louisville; WLS, Chicago; WJR, Detroit, WFAA, Dallas, and WBAP, Fort Worth, as well as special features from WWNC, Ashville.

The station will shortly put into operation shortwave relay rebroadcasting.

SELLING THE STATIONS

Prize for Race Selections

THE Mutual network for the past five weeks has aired a series of one-hour broadcasts direct from the Hialeah race track in Miami every Saturday, 3:30-4:30 p.m. On each of these broadcasts a special offer was made to the person submitting the most accurate list of winners for the following Monday's races. The prize was to be a trip to Miami with all expenses paid by Mutual and the Miami Jockey Club. The contest closed last Monday night and the judges found a total of 46,639 entries, including 10,434 from women. Replies were noted from 43 states, Canada and the District of Columbia. Winner was announced late yesterday.

Announcer Popularity Contest

In a recent popularity contest held by Joe Villella, "Pittsburgh's recording expert", J. Herbert Angell, radio veteran of KQV, was voted the most popular with a total of 3,574 votes. Ernest Neff of the same station came in second. A total of 18,000 votes came in. The contest was broadcast daily for a month with listeners requested to send in their votes for their favorites. Announcers from any station in Pittsburgh were eligible. The Neff-Angell race for honors had a different ending last fall when local sponsor held auditions for announcer on network show with the Pittsburgh Symphony Orchestra. The finals rested between Neff and Angell, with Neff winning the place on program as announcer.

Angell's popularity also realized by local sponsors who have given him largest commercial schedule of any Pittsburgh announcer.

Provident Loan on WOR

Provident Loan Society, New York (personal loans), will inaugurate its first radio campaign through WOR on March 16. Series will be heard Tuesdays, Thursdays, Saturdays, 7:30-7:45 p.m., and will feature the "Answer Man" who will attempt to answer all questions, other than personal and medical advice, submitted by listeners. McCann-Erickson, Inc., New York, placed the account.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

F. C. C. ACTIVITIES

SET FOR HEARING

Press-Union Publishing Co., Atlantic City, CP for new station, 1200 kc., 100 watts, daytime.

Frank M. Stearns, Salisbury, Md., CP for new station, 1200 kc., 100 watts, daytime.

KTEM, Temple, Tex. CP to make changes in equipment and change power and hours of operation to 100 watts night, 250 watts, daytime, unlimited.

G. Kenneth Miller, Tulsa. CP for new station, 1310 kc., 100 watts, unlimited.

Summit Radio Corp., Akron. CP for special new station, 1530 kc., 1 Kw., unlimited.

Arlington Radio Service, Inc., Arlington, Va., CP for new station, 850 kc., 250 watts, daytime.

Clark-Standiford L. S. Coburn, Fremont, Neb., CP for new station, 1420 kc., 100 watts, unlimited.

George W. Young, St. Paul. 920 kc., 1 Kw. night, 5 Kw., day, unlimited. Directional antenna at night

John C. Hughes, Phoenix City, Ala. CP for new station, 1310 kc., 100 watts, daytime. Site to be determined.

KFXM, San Bernardino, Cal., CP to move transmitter locally, install new equipment and vertical radiator and increase day power from 100 watts to 250 watts.

KGFJ, Los Angeles. CP to move transmitter. Install new equipment and antenna. Change frequency to 1170 kc.

Increase power from 100 watts to 250 watts night, 500 watts, day.

Philadelphia Broadcasting Co., Philadelphia. CP to erect new special station. 1570 kc., 1 Kw., unlimited.

Archie E. Everage, Andalusia, Ala. CP for new station. 1310 kc., 100 watts night, 250 watts day, unlimited.

WHK, Cleveland. Mod. of license to increase day power from 2½ Kw. to 5 Kw.

Paul B. McEvoy, Hobart, Okla. CP for new broadcast station, 1420 kc., 100 watts, daytime.

Walter H. McGenty, Rice Lake, Wis. CP for new broadcast station, 1210 kc., 250 watts, daytime.

KIT, Yakima, Wash. CP for change in frequency and power to 1250 kc., 250 watts night, 500 watts, day, unlimited.

KFPM, Greenville, Tex. CP for change in frequency and power to 1420 kc., 100 watts, daytime.

Times Publishing Co., St. Cloud, Minn. CP for new broadcast station, 1420 kc., 100 watts, unlimited.

Michael F. Murray, St. Cloud, Minn. CP for new broadcast station, 560 kc., 500 watts, daytime.

WOAI, San Antonio, Transfer of control of Corp.

Frontier Broadcasting Co., Cheyenne, Wyo. CP for new broadcast station, 1420 kc., 100 watts, 250 watts-LS, unlimited.

APPLICATIONS GRANTED

KBPS, Portland, Ore. CP to make changes in present equipment.

WBRC, Birmingham. CP to install new transmitter and vertical antenna and increase day power from 1 Kw. to 5 Kw.

KRRV, Sherman, Tex. Changes in composite equipment and increase power in day power from 100 watts to 250 watts.

KGKB, Tyler Tex. Changes in present equipment and increase power and hours of operation from 100 watts, unlimited day, specified night to 100 watts night, 250 watts day, unlimited.

WTAG, Worcester. Move present transmitter sight erect directional antenna system and increase power from 500 watts, unlimited to 1 Kw., unlimited, employing directional antenna system for both day and night operation.

National Broadcasting Co., New York. Extension of authority to transmit programs to Canadian stations CFCF and CRCT and the Canadian Radio Broadcasting Commission.

KFSD, San Diego. Renewal of license for period March 1 to Sept. 1, 1937.

KSFO, San Francisco, Cal. Renewal of license for period March 1 to Sept. 1, 1937.

APPLICATIONS RECEIVED

WHP, Harrisburg, Pa. License to cover construction permit for new antenna and move of transmitter.

George W. Taylor Co., Inc., Williamson, W. Va. Construction of new station, 1370 kc., 100 watts, daytime.

Great Lakes Broadcasting Corp., Cleveland. Construction of new station, 1270 kc., 1 Kw. night, 5 Kw. daytime, unlimited. Use of directional antenna day and night.

WKOK, Sunbury, Pa. CP to make changes in equipment, install vertical antenna, increase power from 100 watts to 100 watts night, 250 watts daytime, move transmitter to site as yet unselected.

KPLC, Lake Charles, La. License to cover construction permit as modified, for new equipment, increase of day power and move transmitter.

KPLT, Paris, Tex. Construction permit to make changes in transmitting equipment and antenna and increase power to 250 watts.

Gallatin Radio Forum, Bozeman, Mon. CP for new station to operate on 1420 kc., 250 watts, daytime.

WKRC, Cincinnati. To make changes in equipment and increase power using directional antenna night.

Zenith Radio Corp., Chicago. CP for new television station to operate on 42,000-56,000-60,000-86,000 kc., 1 Kw., unlimited.

KMJ, Fresno, Cal. Authority to determine operating power by direct measurement of antenna.

KGMB, Honolulu. Mod. of license to change frequency from 1320 kc., to 580 kc.

R. W. Page, Corp., Phoenix City, Ala. New station to operate on 1240 kc., 250 watts, unlimited.

Richfield Broadcasting Co., Richfield, Utah. CP for new station to operate on 1370 kc., 100 watts, unlimited.

EXAMINER'S REPORTS

Albert Lea Broadcasting Corp., Albert Lea, Minn. Granted CP for new broadcast station to operate on 1200 kc., 100 watts daytime. Site to be determined subject to Commission'er approval.

KHSL, Chico, Cal. Granted Mod. of license to change frequency from 950 kc. to 1260 kc. Change power from 250 watts day to 250 watts night and day and increase hours of operation from daytime to unlimited.

Winona Radio Service, Winona, Minn. CP for new broadcast station granted. 1200 kc., 100 watts daytime. Site to be dtermined subject to Commission's approval.

LICENSE RENEWALS

FCC has granted the following stations renewal of licenses for the regulation period: KEHE, Los Angeles; KFDY, Brookings, S. D.; KFNF, Shenandoah, Ia.; KFRC, San Francisco, and auxiliary; KFYR, Bismark, N. Dak.; KHJ, Los Angeles; KHQ, Spokane; KLZ, Denver; KOMO, Seattle; KVI, Tacoma; WAAF, Chicago; WBAA, W. Lafayette, Ind.; WBEN Buffalo; WCAO, Baltimore; WDBO, Orlando, Fla.; WEAN, Providence; WEEI, Boston; WFLA-WSUN, St. Petersburg, Fla.; WGBF, Evansville, Ind.; WGBI, Scranton; WGR, Buffalo; WGST, Atlanta; WIP, Philadelphia; WJAR, Providence; WKBN, Youngstown; WKY, Oklahoma City; WKZO, Kalamazoo; WMMN, Cedar Rapids; WOW, Omaha, WQAN, Scranton; WSPA, Spartanburg, WSYR-WSYU, Syracuse; WTAD, Quincy, Ill.; WTAG, Worcester; WTAR, Norfolk; WTMJ, Milwaukee, and WWNC, Ashville, N. C.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 12 NEW YORK, THURSDAY, FEBRUARY 25, 1937 FIVE CENTS

A.T.&T. Seeks Patent Control

Rights to All Present and Future Communications Developments Sought by Phone Company

All patents developed and to be developed by major film companies for the "electrical communication of intelligence," including radio, television, telephone and telegraph, would be made available to A. T. & T. and its licensees under the proposed new agreement between the film companies and Electrical Research Products, the A. T. & T. subsidiary. The Erpi group make this condition as a consideration for signing of the contract.

The present agreement between

(Continued on Page 3)

P. & G. LAUNCHING NATIONWIDE CONTEST

Proctor & Gamble (Camay soap) will conduct a nationwide contest via radio, newspapers and magazines. P&G is currently sponsoring Pepper Young's Family, heard five times weekly, 3-3:15 p.m., over NBC-Red net and 10:30-10:45 a.m. over NBC-Blue net. Advertising campaign will emphasize the trailer vacation idea. There will be 25 awards consisting of a completely equipped 19-foot trailer, a 1937 Ford V-8 and 1000 gallons of Sinclair H-C gasoline. En-

(Continued on Page 2)

Jesse Kaufman Buying Sherman Recording Biz

Jesse L. Kaufman has consummated a deal to purchase the Sherman Recording Service, 22 West 48th Street, New York. Kaufman, formerly manager of Hearst Radio, left that organization to start The Jesse L. Kaufman, Inc., artist bureau handling radio accounts. He will continue his activities with this organization. R. L. Ferguson, for one and one half years manager of station WINS, will be associated with Kaufman, and F. Sumner Hall, former owner of Sherman will continue with new owners as a technical engineer.

Craig & Hollingbery Opening Fla. Branch

Craig & Hollingbery, Inc., radio station representatives, will open a new open in Jacksonville, Fla., March 1. Harry E. Cummings, who has been producing commercial programs over WJAX for the past six years, will be

(Continued on Page 2)

Re-Sign Stoop & Budd

General Foods Corp., New York (Minute tapioca), has re-signed the comedy team, Stoopnagle and Budd, as the stars of its current NBC-Blue network program. New contract runs through May 16 of this year. Program is heard Sundays, 5:30-6 p.m. Young & Rubicam, Inc., New York, has the account.

Don Voorhees and his orchestra also are retained.

Benny Show East

Jack Benny leaves California following Sunday's broadcast and will come to New York. The entire cast of the Jell-O show will accompany him and will air three shows from Radio City before returning. Mary Livingstone, the comic's wife, arrives in New York today and will vacation from the air for two weeks.

VOCANEWS WILL AIR NEWS, CANNED MUSIC

A new organization, patterned after the Muzak, will shortly make its debut in various cities throughout the country. Employing A. T. & T. wires to effect its tie-ins, the new firm, called Vocanews, will air programs consisting of canned music and news reports over loudspeakers situated in public spots such as hotels, restaurants and stores.

Current plans call for headquarters in New York, Chicago, Pittsburgh, Philadelphia, Cincinnati, Buffalo, Boston, San Francisco, Washington and Cleveland.

Same company now operates Tele-

(Continued on Page 3)

Turn Houston Theater Into Broadcast Studio

Houston—KTRH is turning the Palace Theater, old vaudeville house seating 1,500, into a broadcasting studio. Broadcasts will be from the stage before an audience.

DON LEE IS ADDING FOUR COAST STATIONS

West Coast Bureau of THE RADIO DAILY

Los Angeles—Four new stations will be added to the Don Lee system within the week, extending the chain from Mexico to Canada, and increasing the number of the outlets on the web to 14, it was announced yesterday by Lewis L. Weiss, head of the Don Lee chain.

Stations are: KIRO, Seattle; KIEN, Eureka, Cal.; and Harold Smithson's Golden Empire outlets KUCO, Redding, and KHSL, Chico, Cal. The Don Lee chain is affiliated with Mutual Broadcasting System and it is presumed the new outlets will be available to MBS.

Voeller, Goetz Opening Talent Agency on Coast

W. H. Voeller and Charles Goetz are preparing to open a coast agency specializing in radio, television and film talent. Voeller will retain his position with Conquest-Alliance, but this firm wil have no connection with the new agency. Voeller and Goetz are now on the coast looking for an office location, and Goetz will remain there to run the office.

KELVINATOR TO USE 55 STATIONS ON CBS

Kelvinator Corp., Detroit (refrigerators), will use 55 CBS stations in its CBS network program featuring Prof. Quiz which makes its debut March 6, 8-8:30 p.m. Geyer, Cornell & Newell Inc., New York, has the account.

Second Cleveland Expo Will Use Radio Talent

Cleveland—Dissipating rumors that the second Great Lakes Exposition this summer would go without radio stars, Ralph Humphrey, who handled the expo's radio end last year, will be lining up network acts to appear here shortly.

WHK announces that United Broadcasting Co., which includes WHK and WJAY here, WHKC, Columbus, and WKBN, Youngstown, will have a day at the expo this summer and will assemble 100 acts to broadcast from the grounds.

Elaborate Toscanini Plans Outlined by David Sarnoff

Plans concerning the Arturo Toscanini concerts on NBC were announced personally yesterday afternoon by David Sarnoff, president of Radio Corporation of America, in the NBC board room, before an invited list of music critics and newspapermen. That such a gathering was called is taken as an indication of the importance attached to the forthcoming series by RCA and NBC, this being the first time the head of the NBC parent organization has

(Continued on Page 3)

Rush Remodeling Work On WOWO-WGL Studios

Fort Wayne, Ind.—Remodeling work on the new WOWO-WGL studios in the Westinghouse Building is proceeding at a rapid rate. Under construction at an approximate cost of $50,000, the studios, when finished, will be the most completely equipped in the state. The Westinghouse Building will house, beside the studios and the various offices, the Westinghouse storage and display rooms.

Airing Want Ads

West Coast Bureau, RADIO DAILY

Los Angeles—"Voice of Opportunity", a new daily feature on KFVD, is used by unnamed "sponsor" as a substitute for the want ad columns of newspapers. The broadcast lists business opportunities, asking buyers or investors to phone station or write.

Program is practically a want ad agency in itself.

RADIO DAILY

Vol. 1, No. 12 Thurs., Feb. 25, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

11 Stations Are Picked For Wyandotte Campaign

Eleven stations have been selected by the J. B. Ford & Son Co., Wyandotte, Mich. (Wyandotte cleaner), for its CBS network program, Tuesdays, Thursdays, Saturdays, 2-2:15 p.m., starting March 2. More stations will be added to the web in April. Program will be a script show entitled "A Page from Your Life." N. W. Ayer & Son, Inc., New York, placed the account.

Defend Dickstein Bill

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Defense of the Dickstein Bill to curb foreign artists entering this country was provided at yesterday's hearing before the House Immigration Committee by Nikolai Sokoloff, orchestra conductor Anthony Pesci, opera singer; Stuart Beebe of the American Players Ass'n, and Herbert and Morton Minsky, burlesque operators.

Sokoloff declared that, with the exception of Arturo Toscanini, all foreign-born conductors could be replaced by Americans.

FINANCIAL

(Wednesday, Feb. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	175½	174¼	175½	+ ¼
Crosley Radio	25¾	25⅛	25¼	+ ¼
Gen. Electric	59⅝	58½	59⅝	+ ⅜
North American	30½	30	30¼	+ ⅛
RCA Common	11⅞	11½	11¾	+ ¼
RCA First Pfd.	77	77	77	.....
RCA $5 Pfd. B	(100 Bid)			
Stewart Warner	19⅜	19	19⅛	— ⅛
Zenith Radio	37¾	36¾	37½	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17⅝	17½	17½	— ¼
Majestic	4⅝	4½	4⅝	+ ½
Nat. Union Radio	3¼	3⅛	3¼	.....

OVER THE COUNTER

	Bid	Asked
CBS A	49	51
CBS B	48½	50½
Stromberg Carlson	18	19

Brokenshire Returning to the Air

Norman Brokenshire, vet announcer and emcee, returns to the ether via WOR on Sunday, 3:45-4 p.m., on the "Serenade to American Women" program. Sponsor is Winkelman Shoe Co. Show will include Robert Brinn, singer, and an accordionist. Brokenshire will announce and act as master of ceremonies. Brinn, under the name of Leo Friedman, was heard on the Major Bowes hour recently.

BIG COAST OUTLAY IS DENIED BY LOHR

Returning to his desk after an absence of over a month during which time he covered practically the entire country, Major Lenox Riley Lohr, president of National Broadcasting Co., scoffed at the idea that NBC was planning to spend $3,000,000 for improvements on Coast studios and facilities. Story got around while Lohr was on the Coast. Lohr also reiterated that cooperation and friendship existed between radio and movie interests and that there was certainly no ill feeling in so far as he could see.

Making the rounds of NBC owned and operated as well as affiliated stations, Lohr visited 22 outlets in 29 days. The NBC prexy gathered considerable info on conditions, talking to engineers and office help as well as managers and owners of the stations in question.

P. & G. Launching Nationwide Contest

(Continued from Page 1)

trants must submit a 25 word letter on "Why I Like Camay Better Than Any Other Beauty Soap," and evidence of purchase of three bars of Camay soap. In addition to the first 25 winners, 300 cash prizes will be awarded. Winners will be announced beginning June 21 on the radio program.

Pedlar & Ryan, Inc., is the agency.

Mary Garden Taken Ill; Is Off Kraft Program

West Coast Bureau of THE RADIO DAILY

Hollywood—Mary Garden, will not appear on the Kraft Phenix program with Bing Crosby tonight due to a sudden attack of the flu. J. Walter Thompson agency will substitute Josephine Tumina, San Francisco operatic soprano.

Globe Brewing on WMAL

Baltimore—Globe Brewing Co., (Arrow beer and ale) has signed a 13-week contract with WMAL, Washington, for a series of UP five-minute news reports, three times daily, six days a week, beginning March 1. Emerson Waldman and William McAndrews of the WMAL staff will be the news editors. Joseph Katz Advertising Co., Baltimore, placed the account.

SALES OF RADIO SETS INCREASED IN JANUARY

Washington Bureau of RADIO DAILY

Washington—Radio set and phonograph sales last month increased to $683,578.06, a jump of $82,433.38 compared with January, 1936, according to a report released yesterday by the Bureau of Internal Revenue. A rise in movie admissions also was reported.

Hearing Next Month On Probe Resolution

Washington Bureau of RADIO DAILY

Washington — Conference between Congressmen Connery and O'Connor yesterday resulted in setting the week of March 8 for hearing before O'Connor's rules committee on the merits of the Connery resolution to investigate radio monopoly.

Connery told RADIO DAILY last night that he had no doubt the resolution would be favorably reported by the rules committee to allow for favorable House action so that the committee of seven Representatives would be appointed by Speaker Bankhead to start the formal radio probe about the middle of March.

Off Cantor Show

West Coast Bureau of THE RADIO DAILY

Hollywood—Harry Savoy will not be on the Eddie Cantor Texaco show Sunday night. According to representative of the Hanff-Metzger agency, Savoy does not fit into the type comedy on the show and failure to engage him casts no reflection on the comedian's ability. Strong possibility that Savoy is off the program for good.

Film Score on Air

Entire score of the Republic musical film, "Hit Parade", will be played Friday night on the Hollywood Hotel hour, with Fred MacMurray as m.c. and Frances Langford as songstress.

Maybelline Terminating

Maybelline Co., Chicago (Mascara), will terminate its present series on the NBC-Red network, Sundays, 4-4:30 p.m., after the March 21 broadcast.

Fishface Recording

Senator Fishface (Elmore Vincent) yesterday made the first of the series of transcriptions Decca is recording for Norge Corp., Detroit (refrigerators). Cramer-Krasselt Co., Milwaukee, has the account.

COMING and GOING

BEN BERNIE leaves Hollywood around the 16th to begin road tour.

NELSON EDDY arrives in Philly the 11th for song recital.

WILLIAM E. C. HAUSSLER, NBC photographer in Philly, displaying his candid camera shots.

NADINE CONNOR of the Nelson Eddy show is at the New Weston.

CORNELIA OTIS SKINNER left yesterday for Albany and Troy.

JOE HAYMES returned from southern tour.

LOUISE MASSEY and her "Westerners" return from Boston on Tuesday.

PICK AND PAT return to their show after two weeks in Georgia.

GENE STAFFORD, chief copy writer for Langlois and Wentworth, returns to his desk after skiing holiday in the Adirondacks.

BLAIR WALLISER, writer of "Backstage Wife", in New York from Chicago.

HERBERT L. PETTEY, associate director to Louis K. Sidney, left for Welaka, Fla., for a few weeks.

MIKE NIDORF, head of the One Nighter Department, at Rockwell-O'Keefe will attend the Bob Crosby opening in the Congress Hotel, Chicago, tomorrow.

ED EAST and RALPH DUMKE fly to Cleveland today with Jim Knox of Knox Gelatin to attend a grocers' convention. The two comics then proceed to Chicago to visit old friends.

STATION EXECUTIVES in New York today included A. L. Chilton of KGHI, Little Rock: W. H. Summerville, WGST, Atlanta; J. T. Ward, WLAC, Nashville; Sam Cook, WFBL, Syracuse.

GEORGE VOS, radio advertising executive for the Texas Co., is in Hollywood, supervising production on the CBS-Eddie Cantor program.

Craig & Hollingbery Opening Fla. Branch

(Continued from Page 1)

in charge. Agency has recently acquired three new stations, WBIG, WREN and WIOD. Other offices of the organization are located in Chicago, Detroit, New York and Kansas City.

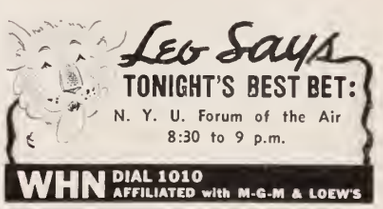
Approve Alaska Aero

Washington Bureau of RADIO DAILY

Washington—Telegraph division of the F.C.C. yesterday approved application of Pacific Alaska Airways, Inc. for a new aero and 260-watt point-to-point station at Ketchikan, Alaska.

Compete for Prize

NBC Artist Service staff is on the job to cop the prize offered by George Engels, head of the bureau, for the one doing the largest gross booking. To date, Ruby Cowan is in the lead, having come to the front with a rush the past few days.



SARNOFF OUTLINES TOSCANINI'S PLANS

(Continued from Page 1)

called a press conference of this nature. Sarnoff answered all questions and revealed whatever plans had been made to date.

Also present at the conference was NBC President Lohr, John Royal, program department head, and George Engels, manager of the Artists Service.

Sarnoff stated that Toscanini was signed only for 10 concerts to be started in December, with no definite time set for the exact starting date, the day nor time of day the concerts would be heard. Whatever time is arrived at, every effort would be made to avoid conflict with existing organization whether the New York Philharmonic Symphony, Boston, Philadelphia or any other orchestra then on the air.

Toscanini will receive $4,000 net for each of the 10 broadcasts, with NBC also paying the income tax on the gross amount. (Maestro, however will pay on the amount NBC pays as his income tax.) This will entail additional costs of facilities, and payment of the musicians. The NBC Symphony Orchestra of 45 men will be augmented with the best available to either 78 or 88 all told. Possibilities of a choral group was also mentioned by Samuel Chotzinoff, music critic who closed the deal abroad for NBC. Otherwise no soloists have been provided for as yet. Total cost to NBC for the 10 concerts is figured to reach the $125,000 mark, or more.

One concert a week is the schedule, strictly as an NBC sustaining. Two outside concerts at Carnegie Hall or some other spot may be played by Toscanini for the benefit of whatever organization the maestro chooses.

NBC concerts will be held in studio 8 H which holds 1,500 people, method of ticket distribution is undecided, but it is believed that music students and some schools will come in for a share. Prime interests, Sarnoff pointed out, is the vast radio audience, rather than the small studio gathering. All Toscanini doings during the 10 week period in question will be exclusively for NBC. While the maestro will not be sold commercially during these weeks, Sarnoff stated it was up to the maestro to decide whether he would commit himself to a commercially sponsored broadcast thereafter.

Other NBC and RCA officials present included: Clay Morgan, Wayne Randall, Frank Mullen, Tom Joyce, Vance Babb.

"Hit Parade" Additions

American Tobacco Co., New York (Lucky Strike cigarettes), adds WFEA on March 3 and WIRE on March 10 to its "Hit Parade" half-hour on the NBC-Red each Wednesday night.

☆ ☆ COMMENTS ☆ ☆

On Current Programs

FIBBER McGEE, with Molly, Ted Weems' orchestra and others, had an unusually hilarious half-hour on Washington's Birthday over the NBC-Red Network. A visit by Uncle Ezra provided one of the highlights. Humor was snappy, spontaneous and side-splitting, and there was plenty of it.

THRILLING DETECTIVE DRAMAS, thrice-weekly night feature over WMCA, had a punchy melodrama, "Kick-Back," on Monday night. Based on the current racket probe, it dramatized the ruthless activities of gunmen and higher-ups who prey on little business men, exacting tribute for alleged protection.

DILL TOBACCO program, over WABC on Monday, had Tito Guizar and the Landt Trio doing entertainment honors, along with the Kreuger orchestra, while Pick and Pat vacation in Florida. The pinch-hitters did themselves credit. It is about time, though, that this program got rid of the hard-of-hearing guy who keeps asking, "Did you say *ten* cents?"

JACK PEARL had Morton Bowe in for some pleasing vocalizing on his Monday night program over WJZ. The Baron Munchausen and his sidekick, Cliff Hall, wear very well on the air, and their show is always a lively half-hour. A salute, too, to Tommy Dorsey's orchestra.

GRACE MOORE, making her first appearance on the air this year via the General Motors concert Sunday night, was in excellent voice, despite her recent illness. Miss Moore sang a program of two parts, opening with the "Louise" aria and "Musetta's Waltz" from "La Boheme." The second group included "Vissi d'arte" from Tosca," "The Old Refrain," and, as an encore, Jerome Kern's "Our Song." The diva's radio airing came simultaneously with the nation-wide release of her new motion picture, "When You're in Love."

JOHNNIE of the Phillip Morris program on WABC was home abed last Saturday night, so the show had to go on without him. The program's dramatic portion, labeled "Circumstantial Evidence," put on by Charles Martin, was a decided improvement over the previous week's initial offering. Both writing and staging were better.

QUESTION BEES are almost beginning to stumble over each other. Two of them followed each Saturday night, though on separate networks. Uncle Jim's Question Bee ran over WJZ, 7:30-8 p. m., while Prof. Quiz and Bob Trout went on at 8-8:30 over WABC. The latter formerly were an afternoon attraction. What's more, a deterioration is noted in the nature of the questions.

WAAB Show Steals Show

Boston — An innovation in auto salesmanship in the form of an actual radio broadcast starring well known radio artists stole the show at Boston's annual Washington's Birthday Open House for automobile dealers.

The C. E. Fay Co., Chrysler-Plymouth dealers, sponsor a regular Sunday show, "Fay-vorite Melodies," starring Danny Dennis, tenor; Perry Lipson, guitarist, and Milton Brody, pianist. For the Open House, the whole cast was transported to the C. E. Fay Co. show rooms at 730 Commonwealth Ave., from which point their regular program was presented to the air audience, through WAAB.

The public was invited to come in to watch the broadcast.

New Orleans Commercials

New Orleans—William B. Wisdom Inc., announces the following commercials placed:

Brown's Velvet Ice Cream, twice daily over WBNO, two 15-minutes sports broadcasts with Jack Halliday spieling.

Eureka Homestead, United Homesteads and Bohn Motors, spots daily over WSMB.

WMBH Joins Press Service

WMBH, Joplin, Mo., recently joined the United Press Radio News Service and is taking full advantage of the news reports. In addition, the station staff prepares three full length news periods on local happenings.

The news service has H. D. Robards as editor, with Phil Hannum as night editor. The whole staff joins in when an opportunity comes to dramatize an event of particular interest to the city. Recently a story about a former Joplin man who is now a movie star enabled the staff to go into an impromptu dramatization that was well liked.

12 Years as Announcer

Boston — Carlton Dickerman, the oldest announcer from the point of service among local radio stations, celebrated his 12th year as an announcer yesterday. He is senior announcer at WEEI.

Edes Giving Radio Course

Boston—Arthur F. Edes, connected with radio for the past 14 years and at present program director for WEEI, is giving a course at Emerson College on "Radio Speech and the Technique of Broadcasting."

RIGHTS TO PATENTS ASKED BY A.T.&T.

(Continued from Page 1)

Erpi and the film companies provides that the latter give the phone company and its subsidiaries rights to any development within the sound picture field, the making of sound picture records and of reproducing apparatus.

After months of consideration by the legal staffs of the companies, the agreement is now before the executives for review. There is likelihood that the movie company heads will demand some changes before signing the agreements.

Vocanews Will Air News, Canned Music

(Continued from Page 1)

flash, a loudspeaker system designed to broadcast news and sport events with only occasional breaks for music. There is no sponsored time sold on the Teleflash set-up. Present headquarters in New York are located at 1770 Broadway.

Korb Shifted West

A. H. Korb, WGY (Schenectady) studio engineer, has been transferred to the NBC Hollywood studios, with P. F. Narkon being added to the WGY staff in his place. Narkon comes from Buffalo.



LEADS IN
ROVING REPORTERS



SILVERWOODS, pioneer local men's store, has signed with KFI for a weekly half-hour live talent dramatic program, with cast headed by Lila Lee. Probable starting date is March 10. Production will be in charge of KFI's own staff. Account placed by Landsdale & Cruikshank agency.

Dan Thomas has checked in at the Bob Taplinger agency and started organizing the new motion picture branch of this organization which has heretofore been all radio.

Mutual Don Lee has signed, for immediate start, a Monday-Wednesday-Friday series of 15-minute live talent dramatic episodes for Sylmar Olives, through Swartz Agency. True Boardman will do the script, probably play some of the parts. Serial will be titled "Casandra" and will use episodes in early California history. Full 10 stations of the Don Lee group will carry it, with KHJ originating.

Through John Driscoll agency, Hilton Clothes has signed for hour and 15 minutes seven nights a week on KFVD, for all request record program.

March 4 announced as the new starting date for Eddie Peabody and his show on KFWB, with the opening show including Gus Edwards and gang as guest artists. The show will be participating sponsorship, and will have audiences.

Vera Marsh has been added to the Joe Penner cast to play the girl friend.

Paul McClure, assistant sales manager for CBS central division, is in Hollywood from Chicago for a short business stay.

Marion Talley, whose Ry Krisp option is expected to be taken up for another 13 weeks, has sold her Kansas City home and is moving her family west.

"Welcome Valley" for WABY

Household Finance Corp., Chicago (personal loans), on March 23 will add WABY, Albany, to its "Welcome Valley" program on NBC-Blue network, Tuesdays, 8:30-9 p. m.

Hillbillies to Record

Pappy, Zeke and Ezra, have been signed by Ralph Wentworth, head of Langlois and Wentworth, and will start at once on a recorded series which will become a part of the Lang-Worth planned program library.

RCA Gets Patent

Camden, N. J.—Patent for an automatic gain control circuit awarded to Winfield R. Kock of Camden has been assigned to Radio Corp. of America.

Would Bar Court Airings

Trenton, N. J.—News-camera men and broadcasting will be prohibited from court rooms in New Jersey if Senate 117 is enacted into law.



● ● ● **George Jessel recalled from Florida jaunt to do a repeat airing for Woodbury's Sunday night....After clicking big at the F.D.R. Ball in Washington, Ann Lester has been booked into the Loew house there March 11....There's a "whispering campaign" going on at CBS to make Mark Warnow musical director of the chain, similar to Frank Black's job at NBC....Polly Moran comes east shortly to take a fling at radio.... There are three production men working the John Held, Jr., Varsity Show; Paul White's ass't, Jack Rocke, is one....Men set up colleges and wait three weeks for their turn to go on....Irving Reis, CBS staff director, having his scripts peddled to the movies....Budd Hulick of Col. Stoopnagle and Budd and Dorothy Jeffers on WMCA Monday night as guestars....Fred Allen, Portland Hoffa, Jimmie Johnson and Reg. Gardiner in the Tavern last night.**

● ● ● *George M. Cohan in "Fulton of Oak Falls" may be on next week's Kate Smith show....Walter Hampden will do Ibsen's "An Enemy of the People" on Smith show tonight. "You Can't Take It With You" off because the male lead had "mike fright" and A. & P. wouldn't accept the understudy....That's right, Youngman's in again....Songwriter Lew Brown entertaining the Mad Ritz freres and Frances Carroll of the sister-act....Paul Whiteman will conduct the National Symphony ork of 100 men in Baltimore, March 17 and on the 18th do a repeat in Washington...."Vox Pop" will change their Tuesday night repeat show to Mondays from 12:30-1 a.m., beginning the 8th.*

● ● ● **Zeke Manners and his Gang (of Hillbillies) go on the Ford show within the next two or three weeks....Buddy Hassett's audition clicked....He will etherize as a singer during the ball season....Joe Besser, the "Oh, You're Crazy" fellow from the vaude era, being peddled for radio....Curtis and Allen have acquired the radio dramatization rights for the Broadway stage success "Yes, My Darling Daughter", featuring Lucille Watson and Peggy Conklin....Jerry Blaine introduces "Music Publishers Mondays" at the Cocoanut Grove. Idea is to have the boys sing and play the numbers that they believe the public should be hearing.... Miff Mole made a few recordings for Brunswick last week with his own band....Rodney McLennen being held over in Florida....James Melton has been signed to be the permanent m.c. of the Saturday Night Party.... John S. Young returned to the Gold Medal hour after attending the funeral of his father, who passed away Monday in Springfield, Mass.**

● ● ● *Major Anthony Fianlo, the Arctic explorer, doing transcriptions for Edgeworth....Fields and Hall start Monday on a series of NBC Thesaurus recordings with hill-billy songs, to be called "Ol' Man of the Mountain"....WMCA will carry the presentation of the deed to the Will Rogers Memorial Hospital by Will H. Hays, Jesse H. Jones, Major L. E. Thompson of RKO and Harold Rodner of Warner Brothers....Program will come this afternoon from the Fox Movietone studios....NBC-Red web will carry "Income Tax Blankouts" tomorrow night....Prepared by Edmund Birnbryer, staff writer, program will feature the comedy and drama of income-tax filing....The characters who will discuss their tax problems will range from a man in the lowest income bracket to a multi-millionaire, and the dramatizations will include scenes from a country club where four wealthy men are teeing off....Backstage in a theater where chorus girls are dressing.*



RUTH HANNA McCORMICK deal in which she hoped to reorganize Affiliated Broadcasting Co. (now dead) into a net of her own is now also dead.

Nelson Eddy still in Presbyterian Hospital waiting for throat to heal so he can resume concert tour with his next appearance scheduled for New York on Sunday.

WLS Barn Dance begins its sixth year next week.

Jerry Ellis, head local Columbia recording, to N. Y.

WHO, Des Moines, looking for half hour dramatic shows to play sustaining. Prefers dramatized biographies.

Cherry Preisser, dancing star of the Follies, will make her radio debut as songstress here Sunday. Cherry and her sister June will appear on "Melodies from the Skies" program over WGN and the Mutual net along with Harold Stokes and his ork and galaxy of regular performers featured each Sunday on this musical production.

New member of the WLS continuity staff is Vic Taylor, formerly director of the University of Wisconsin "College of the Air" on WHA, Madison.

John Baker of the WLS special events department is the father of a three-pound son.

Service Men Meet

Manchester, N. H.—A representative group of radio service men gathered here from this city, Nashua, Wilton and surrounding towns to form the Manchester chapter of the Institute of Radio Service Men, Inc.

Coming Events

Today: National Education Association Convention, Civic Auditorium, New Orleans.

Today: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 21-24: Seventh Credit Congress of Industry, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

ADD REGGIE SCHUEBEL, in charge of Biow radio department, to the roster of radio femme execs....She buys time for Bulova....her pet account....which makes her most consistent purchaser of time in radio....Reggie reverses the usual reactions....She adores the business phases of her job....says they're not routine or boring....but oh—those temperamental radio artistes.....Nadine Connor, Nelson Eddy's barbarous coast discovery—she's from California—is in town for at least a month which she'll devote to study. He's due here today or tomorrow....Newspaper sensation of yesteryear, Evelyn Nesbit Thaw, is aired today over WMCA in an interview with "The Roving Reporter".....Hollywood-nymph Sally O'Neill will guest-star it on same program....

▼ ▼

Rita Hudson will draw Nancy Hatch ....figure stylist....out on the subject of woman's chief concern....and how to whittle it down....today.... Cast addenda....Doris Rich has joined "Rich Man's Darling" as "Rosa Davenpont"....Jimmy Dean and Maura Martin added to "Modern Cinderella"....Elizabeth Reller, back from Horace Greelyland, relieving Sister Gretchen who subbed for her in "Betty and Bob"....A deer (quadruped) at the Sports Show liked Frances Adair....Russ Morgan soloist....so well he ruffled her coiffure....Quin-medico Dr. Dafoe still bedside broadcasting from Toronto General Hospital....Teddy Salzburg of WOR's program department is taking a winter vacation.... Eleanor Hennessy of the same organization....who's been less pleasantly occupied....having her appendix abrogated is getting better fast....

▼ ▼

Tobe....wafted back from foreign parts on the Queen Mary Monday will go psychic over the ether about what the gals will wear for Easter and the Coronation today....At the end of the broadcast several representative femmes will ask clothes questions and get expert answers.....Estelle Taylor.....who reneged last week....has been captured for "Varieties" this Sunday at 3....When Martha Raye finishes "Waikiki Wedding" for Paramount she'll rush right into "Mountain Music"....And now it seems Gracie Allen's initials were G. A. B. all the time....WOR's Winter Racing Season contest proved that gals gamble....10,434 of the 43,369 contestants were women....

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Working Up Kid Interest

ESPECIALLY designed to capture the interest of public school children and their parents, are the two series of regular weekly programs broadcast by WROK, the Rockford, Ill., radio station.

WROK officials, headed by Lloyd C. Thomas, veteran radio and newspaperman, are firm in their belief that the so-called younger generation is a vital factor in a radio listening audience, and accordingly have intensified their connection with the local public school system.

Early last winter an arrangement was made with the Rockford senior high school dramatic department, headed by Edna Youngquist, whereby students in her dramatic classes were to produce and present a series of 15-minute programs featuring thumbnail dramatic sketches of school life. Called "The Camera Catches Rockford High," the broadcasts were staged at 9 o'clock each Sunday evening and immediately proved a popular attraction with school students, their families, and relatives.

So successful has been the dramatic program venture, that a new series of broadcasts has been inaugurated, featuring the work of the various musical organizations and departments in the junior and senior high schools. The broadcasts are presented during a half-hour period at 7:30 p.m. every Wednesday under the direction of Miss Astrid Gustafson, public school music supervisor.

Nearly 800 students will participate in the Wednesday evening broadcasts, which are designed to demonstrate the variety of musical instruction available to students in the city schools. Boys and girls glee clubs, choral groups, quartets, orchestras, bands, and music students receiving private instruction will have their place on individual programs.

On the Sunday evening dramatic broadcasts, the 15-minute programs are each devoted to three sketches of true-to-life representations of actual happenings at the senior high school, with students doing all the work in connection with the presentation.

Typical of one program was an opening sketch depicting an unusual class room incident in which students displayed a remarkable initiative and interest in their work during the absence of their teacher. In the second sketch the senior class elections were portrayed. Listeners were taken to a portion of the senior class meeting as it had been held and were shown the manner in which votes were tabulated.

The closing incident dealt with a review of the season's sport activity and included an incident which occurred during a practice session of a game, the actual conversation of players during the course of a game, and a description of the event as seen by the spectators.

Various phases of student activity in school shops, publications department, various curricular divisions, and extra curricular interests are dramatized during the programs.

WPTF Promotion Dep't

When a sponsor signs with WPTF, on Raleigh, for time on the air in order to present his message to the public, he is assured every possible assistance in exploiting his program before it is presented. WPTF maintains a Sales Promotion Department to contact local dealers in station territory, keep these dealers informed of programs in their interests, and make regular reports to the sponsor on the effect his program has on business. Then, WPTF's publicity efforts assure each sponsor of adequate news releases relative to his program. The station publishes its own News Bulletin each week, which it distributes to agencies and stations throughout the nation, and has agreements with other media of publicity for printing its news.

Promotional Series

KSTP, St. Paul and Minneapolis, has started a new promotional series of broadcasts which will include description of manufacturing processes in the plants of some of the station's advertisers. Station announcers will visit Twin Cities factories with a mobile short-wave transmitter. The short-wave signal will be picked up by the station and re-broadcast on the regular band (1460 kilocycles).

The story of crackers and cookies will be broadcast direct from the Griggs, Cooper plant, St. Paul, makers of "Minuet Wafers," at 3:05 p. m. (C.S.T.) Thursday, Feb. 25. A later broadcast will originate in the Ford Motor company's glass plant, St. Paul.

No charge will be made against the advertisers for these broadcasts, and trade names will not be used on the programs. The short-wave truck to be used in the series is the same machine which originated a flood broadcast from the Cairo, Ill., region Jan. 31 on the Magic Key program. The KSTP truck was in the flood area for about a week.

Time Not Expanding

Reports that Time Inc., New York (Time & Life magazines), was planning to extend its present "March of Time" series on CBS from a half-hour once weekly to a quarter-hour five times a week, were denied yesterday by Time's agency, Batten, Barton, Durstine & Osborn, Inc., New York.

Mona Pape on Vacation

Sheboygan, Wis.—Mona Pape, program director of WHBL, is on a vacation trip of several weeks through Central and South America. She is accompanied by Mrs. Peter Reiss of this city.

☆ "Quotes" ☆

DICK BALLOU: "Directing an orchestra and aranging for it is a haven of refuge for any aspiring bandleader. There can be no discrepancies with other bands who may, by a coincidence, have the same arrangement of the same tune handed to them. To my way of thinking, a man who can sing and whistle has that much more to offer a fickle public."

LENNIE HAYTON: "Broadcasting swing music is a menace to music publishing. If swing continues to feature counter melodic playing, and swinging out by soloists submerging the original melody, the public cannot recognize the song, and therefore does not buy it. Publishers spend huge sums to plug their songs, but swing music engulfs them in trick arrangements."

DON VORHEES: "Trying to make a band of more than 30 pieces sound intimate over the air is as impossible as attempting to hold a tete-a-tete in Grand Central station. Not long ago 16 pieces were all that a mike would assimilate. Today 30 is the limit, but there's not much sense in using all thirty. Eleven will sound almost as well unless a concert hall effect is desired."

ED WYNN: "Am I excited? My son, Keenan, opens in a Broadway play this spring, 'Hey, Diddle, Diddle,' and I'm more jittery than I've ever been in my entire professional career!"

For

Electrical Lighting Equipment of Any Kind

•

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

244-250 West 49th St.
New York
Tel. CHic. 4-2074

NEW PATENTS
Radio & Television

Compiled by
JOHN B. BRADY, Attorney
Washington, D. C.

2,070,640. Means for and method of detection. Stuart Ballantine, Boonton, N. J., assignor, by mesne assignments, to RCA.

2,070,647. Crystal oscillator circuits. Arthur M. Braaten, Riverhead, N. Y., assignor to RCA.

2,070,651. Wireless direction finding system. Harry Melville Dowsett and Louis Edward Quintrell Walker, London, and Robert Cadzow, Argyllshire, England, assignors to Electric & Musical Industries, Ltd. of Great Britain.

2,070,666. Modulating system. Frederick B. Llewellyn, Montclair, N. J., assignor to Bell Telephone Laboratories.

2,070,681. Oscillatory circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,070,691. Electron discharge device. Percy L. Spencer, Medford, Mass., assignor, by mesne assignments, to Raytheon Manufacturing Co.

2,070,772. Method of eliminating hum in push-pull circuits. Arthur C. Ansley, New York.

2,070,779. Radio tune-in control device. Charles R. Bowen and John M. Southwell. Los Angeles, assignors of 15 per cent to Harry Scheiner of New York.

2,070,816. Gas-filled discharge tube. Carl J. R. H. von Wedel, Newark, N. J., assignor to Electrons, Inc.

2,070,958. Frequency determining ssytem. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,070,968. Anode for electron discharge devices. Cabot Seaton Bull, Hillingdon, England, assignor to Electric & Musical Industries Ltd. of Great Britain.

2,071,057. Electronic relay. Sydney N. Baruch, New York, assignor, by mesne assignments, to Nortron Patents Corp.

2,071,113. Detection of frequency modulated signals. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,071,227. Portable telecommunications system. William G. H. Finch, New York. Original application Feb. 26, 1936, Serial No. 65,869. Divided and this application May 18, 1936, Serial No. 80,313.

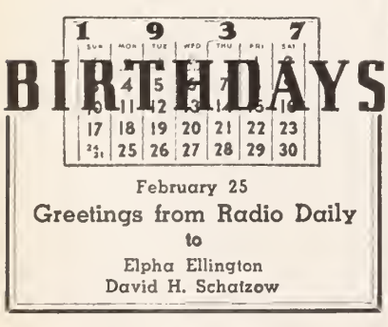
2,071,311. Micro-wave oscillator and detector. Ernest G. Linder, Camden, N. J., assignor to RCA.

WHBY Expansion

Chicago—WHBY, Rock Island, has moved into completely remodeled studios and is preparing a number of aggressive broadcasting changes and addition of several new radio features.

Ivan Streed, production manager, has added Roy Maypole and Bobbie Lee to the stations staff, with Maypole to produce and Lee, famous a decade ago in radio as a singer and uke player, as a stellar entertainer on the outlet.

WHBY is also organizing a dramatic stock company of professional actors and augmenting sales staff with two men to do sales promotion work for advertisers.



February 25

Greetings from Radio Daily
to
Elpha Ellington
David H. Schatzow

Chatter

NEWSPAPERS and radio are now on the same basis in the press box as far as the unicameral legislature in Lincoln, Neb., is concerned. John Edwards, legislative radio commentator, got Senator Charles Dafoe, Tecumseh, to present a resolution okaying the ether links, and it prevailed.

"Shag" Shaughnessy, president of the International Baseball League, has resigned as sports announcer over CFCF, Montreal, due to heavy baseball duties, and is replaced by Frank Starr.

J. F. Whaley of NBC has been appointed a vice-chairman of the Advertising Media Group of the Seventh Credit Congress of Industry to be held in Chicago, June 21-24.

Fred Laws, advertising solicitor in radio for the past 11 years, has been appointed assistant sales manager of KSTP, St. Paul, Twin Cities independent station.

The Milwaukee Junior Chamber of Commerce has made Russ Winnie and John Olson, WTMJ announcers, honorary members in recognition of the work they have done on the organization's "Executive's Club" programs every Wednesday noon over the station.

A weekly "Question Bee" program has been inaugurated over WTMJ, with Larry Lawrence at the mike.

Louis K. Lear, president of KIRO, Seattle, is launching plans this Spring for a $100,000 movie house in the Green Lake district of Seattle, where he is president of the Green Lake State Bank.

When Marian M'Dermott, soprano, parts from WICC, Bridgeport, in March, she sings a program of La Haye's new concert compositions as a parting compliment to Judson La Haye', program director.

The Rambling Cowboys, the newest and most popular feature on WOAI, San Antonio, who harmonize and make merry music daily at 7:30 a. m., are averaging around 450 letters a week, 75 per cent of them showing proof of purchase.

Russ Davis, late of XERA in Del Rio, is back again with KWTO-KGBX, Springfield, Mo. Russ is handling many of his former programs with these stations, where he had served before going to XERA four months ago.

Thomas Reid, after a month's announcing at KWTO-KGBX, has gone to KSD in St. Louis. During his brief stay in Springfield, Reid became one of the most popular newscasters ever featured on those stations. Before his work at KWTO-KGBX, Reid was with KFPW in Fort Smith, Arkansas.

Theil Sharpe, control room operator of WOAI, recently opened a transcription studio in San Antonio, where he makes transcriptions for stations and advertisers throughout the Southwest.

WSMB, New Orleans, has completed its transmitter for a short wave mobile set to be mounted in a truck and to be used for moving broadcasts. The transmitter will send short wave to the station where it will be converted into long waves and sent out from the station. Equipment can also be moved aboard vessels if necessary.

William Robertson, formerly with WSBT, South Bend, Ind., operated by the South Bend Tribune, has joined the Carter, Jones & Taylor advertising agency of that city as an account executive.

Albert W. Marlin, manager of Station WMAS, Springfield, Mass., has been appointed chairman of the entertainment committee for the annual banquet of the Springfield Advertising Club.

Leona Bender, whose main job is taking care of the secretary work of Hugh A. L. Halff, WOAI general manager, also participates in several dramatic programs, dialogues and dramatized announcements each week. She has also helped with the news commentating and has sung in several roles on WOAI studio programs.

Lillian Malone, staff artist at WCAE, Pittsburgh, is now Mrs. Frank J. Lonergan. Lillian, who is best known to radio fans as "Polly" Malone, will continue her broadcasting work.

Charlie Hick, WSOC (Charlotte) program assistant, has been out for a few days with flu.

WMAS, Springfield, Mass., has added the Springfield National Bank as a commercial sponsor. Wednesday and Friday p. m.'s the bank broadcasts a program, "Your Financial Counsellor" a five-minute talk on banking.

Phil Alexander of KABC, San Antonio, is planning a trip to Dallas next month.

A. M. (Woody) Woodford, former operator for WBAP, Fort Worth, has been promoted to chief engineer, replacing R. C. (Super) Stinson, who is now technical supervisor for Carter Publications, of which WBAP is a part. Stinson has been in Oklahoma City for past month installing new equipment at Station KGFG.

FOREIGN

LONDON — Electrical Musical Industries-Marconi Co., whose television transmitting system has been officially adopted by the government-controlled British Broadcasting Co., has cut in the price of television sets from about $450 to $325.

SYDNEY—Recent figures issued by the government shows there are 860,000 radios throughout the Commonwealth, a ratio of 13 per 100 persons.

MELBOURNE — Two popular American hit programs recently introduced here are "Community Sing" and "Hit Parade."

MELBOURNE — Kay Van Riper's "English Coronets" is latest American serial script to be used by 3XY. "Coronets" was on the air two years from KFWB.

NEW ZEALAND is now operating a new station, 2YA, which broadcasts on 60 Kw. making it the most powerful transmitting station in the Southern hemisphere. Station was officially opened on Jan. 25. The mast is 710 feet and it is located at Titahi Bay.

PRAGUE—Construction of the new antenna of the Praha station has now been completed and the station is operating on its regular schedule. Construction was under the Blair-Knox system.

Would Govern Libel Suits

Indianapolis — The Indiana Senate has approved a bill requiring three days' written notice before a party can file for libel or slander suit against radio or television station. A retraction within ten days by station prohibits recovery except for actual damage to character, business, or occupation. The measure now goes to the House for consideration.



According to the department of Commerce, Mexico now has 250,000 radio receivers, 10 per cent of which are operated with batteries. There are 75 commercial stations, eleven government-operated transmitters, two non-commercial cultural stations and 528 amateur transmitters.

The DIAL

TINY Town Revue, to be presented over WICC on Thursday afternoon, 5:15-5:45, starting March 4, will use young juvenile stars under the direction of various music-and-dancing school heads of Bridgeport. The program will be presented in the interests of Harolds, Inc., children's outfitters and clothiers.

Pepper Young's Family, NBC-Blue network script, will be heard over the WICC channel starting March 1 at 10:30 a. m. On the same date at 8:15 p. m. the station starts an Italian Civic Project series.

Don Bova is a new addition to Pittsburgh radio circles and will present two programs each week from KDKA studios. Don has had an extensive experience in network broadcasts, theater performances and night clubs. He is dark, handsome, plays the guitar and sings popular songs. In addition to announcing his own numbers, Bova injects bits of patter in his programs. His 15-minute spots on KDKA are at 5:15 p.m., Wednesdays, and 4:45 p.m., Fridays.

The leading skiiers of the U. S. and Norway, who will compete Feb. 28 in the U. S. Western Amateur Skii Association meet at Denver, will be interviewed at the skiing course Saturday, 6-6:15 p.m., E.S.T., over the NBC-Red network.

"The Listeners Nightmare," new Sunday 3 p. m. program at WELI, New Haven, is Goluboff-conceived and written. With the aid of the WELI Players, it burlesques the big names in radio. Among the coming takeoffs will be Jack Benny, Stoopnagle and Budd, Walter Winchell, and "We, The People."

A new program dramatizing comics in The Omaha Sunday Bee-News has been started by KOIL, Omaha, as a weekly 9-9:30 a. m. Sunday feature. Don Kelly, staff announcer, takes the role of "Uncle Don," heading a cast directed by KOIL's dramatic director, Arthur Faust. Wolf Bros. Clothing Co. is sponsoring the program, which was arranged by Promotion Manager Bill Wiseman of The Bee-News.

Bozell & Jacobs, Omaha advertising agency, has placed the "Northern Naturals" program on WOW at 3 p. m. Sundays. The half-hour program is sponsored by Northern Natural Gas Co. Program Manager Harry Burke of WOW arranged the presentation, which features an all-string ensemble conducted by Madge West, Harpist Louise Seidl and Eleanor Thatcher, formerly on the Kraft Music Hall.

With the conclusion of the "Friends O' Mine" series of programs starring Harriet Page, the Utah Power and Light Co. began a new three-a-week series of programs. "The Laugh Parade," heard at 10 p. m. MST on Tuesdays, Fridays and Sundays. Commercials are built around the mythical character, "Reddy Kilowatt" used in the Utah Power's newspaper and billboard advertising.

The tenth annual concert of the New England Music Festival Association, featuring the Festival Orchestra, Chorus and Band composed of high school students from the entire New England area, will be broadcast from Hyannis, Mass., over WAAB, Boston, and the Colonial network throughout New England on March 13, 2-4 p. m. The program will originate through the facilities of WNBH, Colonial network station in New Bedford, Mass., and in addition to being broadcast to the New England audience will be fed to a coast-to-coast MBS hook-up.

Rea Hudiberg has joined the sales staff of WBT, Charlotte.

Clair Shadwell and Don Jarvis are featured in a new show over WBT, Charlotte, daily except Sunday. Shadwell is known as the "Old Shepherd." The spot features comedy chatter by Shadwell and singing and playing by Jarvis.

Corwin Riddell, announcer WOAI, San Antonio, is the father of a boy.

Ken McClure, news editor of WOAI, San Antonio, was recently elected vice-president of the organization formed in New York for commentators of radio stations and broadcasting networks. McClure flew to New York for the meeting.

Communal Radio

Berlin—German folk who do not own a radio set have the privilege of entering a neighbor's house to listen to speeches by Hitler, according to a decree by the ministry of propaganda.

RADIO PERSONALITIES

• *No. 7 in the Series of Who's Who in the Industry* •

LOUIS K. SIDNEY. Managing Director of WHN. Real showman in radio. Left school at 14 and got a job as water boy at the N. Y. Hippodrome. Opened his own motion picture theater in 1912, later going with Fox to manage a string of theaters. Made midwest sit up and take notice when he nursed sick houses back to paying box-offices. About 15 years ago he went to Pittsburgh for Loew's and gave the city its first stage presentations, also installing symphony orchestras. In 1929, Nick Schenck brought him to New York to supervise all Loew stage shows, including the Capitol theater. Late in 1934 he was placed in complete charge of the Loew-M-G-M subsidiary WHN, taking it on in addition to his other duties. He revolutionized the old outlet within a month, putting the station on a firm foundation after it had lapsed into a near state of coma, despite many pioneer features to its credit years ago. Major Bowes and his amateurs graduated from WHN during Sidney's regime and the duties handled by Bowes were added to his already full hands.



Nursed Sick Theaters Back to Health.....

★ ★ SHORT WAVES ★ ★

CALL LETTERS of "Broadcasting Caracas" have been changed from YV1RC to YV5RC. The South American station remains on its old frequency of 5.8 megacycles.

President Eamon De Valera of the Irish Free State will speak via short wave from Dublin over a coast to coast CBS hook-up on March 17. Speech will be dedicated to St. Patrick's day.

Broadcasting of programs by South and Central American countries for American listeners is on the increase. Full programs in English have been instituted lately by Argentina, Colombia, Costa Rico, Mexico, Venezuela and Guatemala. Haiti, Honduras and the Dominican Republic have been making anouncements in English for some time.

An "Overseas Program" will be broadcast at 12 midnight tomorrow (EST) from Tokyo, Japan, over JVH, Nazaki, 20.5 m., 14.6 meg.

From Vancouver, at 12 midnight tonight, will come "Ye Olde Medicine Show," under the direction of Harry Pryce, with the Hillbillyettes and Harry McKelvie. It goes over CJRO, 48.7 m., 6:15 meg.; CJRX, 25.5 m., 11.72 meg.

News in English and "Rome's Midnight Concert" will be broadcast at 6 p. m. (EST) Friday from Rome via 2RO, 31.1 m., 9.63 meg.

MUSIC

RAY SINATRA on Monday will celebrate his fifteenth year in radio and his third year as a conductor. His program goes over the CBS network at 1 p.m. that day.

Vincent Travers celebrated his second year as musical director of the French Casino by playing host to the music publishers at a luncheon in Leon & Eddies.

Fred Jaegel of the Met and Salzedo, noted harpist, will guestar Saturday March 6 for Ed Wynn.

Sweeney Prosser and his Hot Point Stream-lined Strings gave pre-hearing of program they will inaugurate for General Electric over WBT Charlotte, March 16, at a recent convention of General Electric dealers.

Homer Drye, 14-year-old singing sensation of WBT, will make a series of records for RCA.

General Motors goes musical in a big way with Muriel Dickson, Scottish soprano, Percy Grainger, Australian pianist-composer, the Schola Cantorum of New York, Erno Rapee and the 70-piece General Motors Symphony Orchestra combining on the General Motors Concerts hour Sunday over the nation-wide NBC-WEAF network.

The New York Philharmonic concerts, heard currently over the CBS network every Sunday from 3 to 5 p.m., will fade for the summer following the broadcast of April 18.

The first of "Did You Ever Wonder" programs by WSOC, Charlotte, was broadcast from the Mountain Island power plant recently. It goes on the air every Tuesday at 2:45.

Sonny Kendis and his Stork Club Ork will be aired via WMCA, beginning next Monday evening. Program, sponsored by Ludidin eye lotion, will be heard Mondays, Wednesdays and Fridays at 6:45 p.m. Bobby Parks is the vocalist.

ONE MINUTE INTERVIEW

BUDDY ROGERS

"Today's radio star has twice the opportunity of being heard that he had four years ago. Radios in autos, trailers, restaurants, etc., plus the new custom of having more than one set in the home, have tremendously increased the size of the radio audience. Then, too, the portable radio has been a great help."

GUEST-ING

LANNY ROSS will have Amelia Earhart on his Show Boat program March 4, 9-10 p. m., NBC-Red net.

CHARLES WINNINGER, Richard Arlen and Sally Eilers are booked for the March 1 Radio Theater show from Hollywood, 9-10 p. m. EST, over CBS.

GEORGE BURNS, Gracie Allen, Warden Lawes of Sing Sing, Victor McLaglen, June Lang and Peter Lorre are to be on the Hollywood Hotel program over CBS, March 5, 9-10 p. m. There will be scenes from the 20th Century-Fox film, "Nancy Steele Is Missing." Lawes will speak from New York.

MAURICE EVANS, noted English actor now appearing on Broadway, and Jessie Matthews, British stage and screen star, will be on Sunday's Magic Key program over NBC-Blue net, 2-3 p. m. Miss Matthews will be heard from London. Bidu Sayao, Brazilian soprano; Henri Deering, pianist, and Rufe Davis, comic, also will appear.

HOWARD BARNES, Herald-Tribune film critic, will be guest speaker on Saturday's WOR-Herald-Tribune Radio League, 10:15-10:30 a. m.

EARL HARPER's "Inquiring Mike" will present Alfred E. Smith and two M-G-M beauty contest winners from the top of the Empire State Building at 12:45 noon tomorrow.

Promotional House Organ

WOAI, San Antonio, has issued what it believes to be a new format for radio station promotional materia' by presenting the March issue of its house organ, WOAI Newscast, through a Roto-Gravure style. The new Newscast presents pictures of outstanding artists at WOAI as well as a complete list of 1936 advertisers and several testimonials. This Newscast has been sent to advertisers and agencies throughout the country.

So many requests have been received for copies of WOAI's 1936 booklet on its news department, which was proclaimed both colorful and unusual as well as authentic, that it will soon issue a new enlarged 1937 edition devoted to a complete description with many photographs of the News, Sports and Women's departments of WOAI.

Standard Market Data, a three-color promotional piece issued by WOAI and Edward Petry & Co. is available for distribution to agencies and advertisers. This brochure gives complete market data, personnel, and a new coverage map of WOAI.

Countess Albani Set

Countess Olga Albani, who returned to radio last Friday after a year's absence as guest in Rex Chandler's "Universal Rhythm" broadcast, will continue indefinitely with the NBC-Blue network show.

Varied Viewpoints

Owning Radio Station Helps Small Newspaper

OUR station, KRNR (K-Roseburg News-Review) has been operating 2 months. Although we elected to get it firmly established and with favorable public acceptance before attempting to make a systematic effort to sell radio advertising, we have made a modest profit with the station every month thus far.

We have received numerous inquiries from newspaper publishers. They seem to ask pretty much the same questions. They ask, in fact, the same things we would have liked to ask someone when we were contemplating the venture.

Question number one always seems to be: What does it cost to install a radio station? This is the toughest question to answer so it will be disposed of first. Apparently $10,000 is minimum, at least at the present time, but this figure should not be accepted as one on which to base a decision. Where a station is installed, when it is installed, and how it is installed are factors that have a lot to do with cost. The Federal Communications Commission has been tightening up on equipment standards. The fact that someone who you may know built a station a few years ago for very low cost means nothing. It could not be done now.

"Does your radio station take advertising revenue that otherwise would go to the newspaper?" we are asked. No doubt a few of the dollars now going to the radio department would have found their way to the newspaper cash register, but not enough to be concerned about. Our newspaper advertisers now using radio too have not noticeably decreased their newspaper budgets. A substantial amount of the radio station business comes from accounts which never were newspaper advertising accounts.

Another question is: Do you sell newspaper and radio advertising on a combination rate? We do not. We endeavor to keep the radio station business entirely separate from the newspaper in every possible way. In fact there is a spirit of friendly competition between the News-Review advertising manager and the commercial manager of KRNR. We have found this policy to be entirely satisfactory and see no reason for changing it.

Some ask, "When you give news on the radio doesn't it take away from the importance of the News-Review?" We have not found it so. The point is that when news is broadcast on KRNR (and we give very liberal news broadcasts) it is always the News-Review giving the news. Furthermore listeners are always told that the News-Review carries the *complete* story. We feel if the station were independently owned and presented news broadcasts, though it would not seriously affect the business or circulation of the newspaper, it would take something from the prestige the News-Review enjoys as the only daily news medium in our area. When the News-Review gives news on the radio it is a supplementary service rendered by the newspaper to its subscribers.

Does the radio station do the News-Review any good—that is, do you use it to promote the newspaper? That question is often asked. Our answer, borne out by our circulation records, is that the radio station is a decided aid in building circulation. Almost from the very moment we began using a consistent plan of circulation promotion on KRNR, and without using any other type of selling or promotion, our circulation began to climb. That was six months ago. In those six months our circulation has increased 20 per cent and is still climbing. This is the first time in 10 years that the circulation of the News-Review has climbed during the summer months. Usually temporary vacation stops offset the normal gain and the circulation curve remains about level. This summer it climbed at a sharp angle. Did the radio promotion do it? We think so because there is no other good reason for the increase.

One newspaper publisher wrote us, asking among other things, "What have been your headaches with the station, if any?" Naturally we have had some minor difficulties—about comparable to the troubles involved in beginning the operation of a new typesetting machine or a new press. But on the whole our experience with owning and operating a radio station thus far has been pleasant and satisfactory.

HARRIS ELLSWORTH,
Publisher, News-Review,
Roseburg, Ore.,
in Editor & Publisher.

Untrained Performers Find Field in Radio

RADIO is one of the few major fields of endeavor which holds fame and success for the untrained performer.

Most of the "name" singers in radio never studied music and reached the top on the strength of natural gifts and the magic of personality. Consider Bing Crosby, Kate Smith (who trained to be a nurse), Morton Downey (who was a "news butcher" on trains), Virginia Verrill, Mary Small and Mildred Bailey, none of whom was trained for singing careers. To this day, Kate Smith cannot read a note and learns her songs by having the orchestra play it over and over until she knows it.

Helen Morgan worked as a candy-maker and manicurist. Ethel Merman and Ethel Waters, heard on the air from time to time in addition to their stage activities, never studied music. The latter still can't read a note, while Miss Merman started her business career as a typist.

It is encouraging to know that radio will reward natural talent and charm. A good example of this is Mary Small, who already has won fame with her lovely voice. With its doors wide open, radio is thus able to attract and develop inherently gifted performers.—GEORGE HALL

AGENCIES

LAWRENCE WITTE, N. W. Ayer & Son, radio publicity man in the Philadelphia office, will air a sustaining show every Saturday over station WPG. Witte, a former newspaper columnist, will devote his fifteen minute periods to radio personalities.

HANFF-METZGER ad agency, Chicago, readying 15-minute transcription musicals to be used in an extensive spot campaign for ABC Washing Machine Co. To run once weekly for an indefinite period.

BOZELLE & JACOBS, Omaha radio agency, has announced the opening of a new radio department in its Chicago branch. Firm handles public utilities chiefly at present, with branches in Indianapolis, Cincinnati, Houston and headquarters in Omaha.

CLEVELAND

WGAR's latest showmanship bid is a Sunday evening series of half hours staged from the auditorium of Baldwin-Wallace College in Berea, O., near Cleveland. College puts on the shows, which include music and drama by both students and faculty before a visual audience.

Tom Waring is not with Brother Fred's outfit which recently played the Palace here. It's said Tom is now writing spirituals and giving recitals on his own. He may go to Hollywood, however, to appear in the Waring talkie which gets going in April.

WTAM has been offering a late show pointed at Canadian dialers across the lake. Wally Pooler, veteran broadcaster, who does "Joe Peno," only French-Canadian comic on radio, heads the broadcast. Program Director Hal Metzger is all warm over show's prospects, even believing he has another "One Man's Family." Fan letters will tell.

Ben Bernie's brother, Harry, is song-plugging in this territory. Harry once played a sax in the Bernie Band.

Jack Carstairs, one of the town's former broadcasters who did dramatic bits on radio shows out of New York for some time has returned to his merry England. Carstairs recently did a bit in a Marlene Dietrich picture there and expects BBC to use him as one of its coronation announcers.

Radio Chess

Fostoria, O.—An unusual long-range chess game will be played via short wave radio by Prof. C. A. Ward, Fostoria, and Victor Alderson, Mansfield, over W8-CVZ, Fostoria, and W8-JJM, Mansfield.

Both have played long-range games before, using the mails and sometimes taking six months to complete.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 13 NEW YORK, FRIDAY, FEBRUARY 26, 1937 FIVE CENTS

Bill Asks 5-Year License

CBS WORKSHOP OFFERS EXPERIMENTAL DRAMAS

Five novel radio dramas, conceived and executed in experimental radio technique employed on "Columbia Workshop" programs, are announced by Irving Reis, producer of the series. Beginning with the program on a WABC-CBS network March 7, 7-7:30 p.m., the presentations will range from a psychological tale to dramatizations of a music theme.

The psychological drama, first of the group, is entitled "Split Seconds," and was written by Reis himself five years ago, his first radio script. It deals with the racing thoughts of a

(Continued on Page 8)

5-Year Film Contract Signed by Phil Baker

Under contract just signed with Samuel Goldwyn, Phil Baker will make two pictures a year for the next five years, starting around September. His first will be the Goldwyn "Follies". Baker was represented by Louis Nizer, his attorney; Goldwyn's representative was James Mulvey.

Lord & Taylor Trying One-Time Shot on WJZ

Lord & Taylor, New York department store, will take a one-time shot on WJZ, March 1, 7:15-7:30 p.m., to broadcast a program about the new spring fashions. "Clothes Are Really Different This Spring" will be the title of the quarter-hour, with Dorothy Shaver, first vice-president of L. & T. and director of fashions for the store, conducting the program. James R. Flanagan, New York, placed the account.

School on Air

Boston—The Frank A. Day Junior High School in Newton, a suburb, claims the distinction of probably being the only public school in the United States to broadcast over the air regularly.

The complete program broadcast every Thursday afternoon for 15 minutes is the work of the school's Broadcasting Club.

Value!

George Logan Price, of Mertens & Price, Inc., Los Angeles radio feature service and advertising counsel, after reading the first few copies of RADIO DAILY, writes:

"Your daily is a real asset to the industry, and we get the full value of a year's subscription from every issue."

ADD EIGHT STATIONS FOR "VIC AND SADE"

Procter & Gamble Co., Cincinnati (Crisco), has added eight stations (WTAR, WJAX, WFLA, WSB, WAPI, WSMB, WIOD, WSM) to its "Vic and Sade" program on the NBC-Red, 3:30-3:45 p.m., and will add WMC on March 22 and WRVA when time is available. P. & G. (Ivory soap) has also enlarged the "Gospel Singer" NBC-Blue network by four stations WTAR, WRVA, WJAX, WIOD, with WFLA to be added when available. Compton Advertising, Inc., New York, has the accounts.

N. Y. Radio Executives Attending Wash'n Dinner

New York radio executives who expect to attend the White House Correspondents' Dinner in Washington this Saturday include John F. Royal, Alfred H. Morton, A. A. Schechter and Clay Morgan, all of NBC. Fred Willis, Donald Higgins, Paul White, Edward Murrow, of CBS; G. W. (Johnny) Johnstone of WOR.

Congressman Charles Anderson Introduces Measure for Longer Licensing of Broadcasting Stations

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington — Strong indications that new radio station license legislation will be passed was revealed yesterday when Congressman Charles A. Anderson of Missouri, introduced his bill asking for a five-year license term for stations. Although the question has been raised before, this is the first actual bill to be put in the hopper this session proscribing licenses for broadcasting stations.

Question of license fees has been raised in the Senate by Senators

(Continued on Page 8)

IOWA NETWORK AIRING HEAVY NEWS SCHEDULE

Des Moines—Benedict Hardman has been named news editor of Iowa Network stations KSO and KRNT, and is adding four daily news periods to the KSO schedule, giving the Iowa Network one of the heaviest barrages of news programs ever carried in the middle west. The news features added give KSO a total of seven periods daily, while KRNT and WMT carry five and six, respectively. In addition KRNT Hawkeye Dinner Time carries frequent news flashes, while IBS carries such off-trail and specialized news features as "Scotty Views the News" over KRNT-WMT; "Farming in the Day's News" over KRNT-WMT; "Oddities in the News," "Women in the News" and "Market News" over WMT.

Hudson River Day Line Signs for WEAF Series

Hudson River Day Line, New York, has contracted with NBC for a 13-week series of programs on WEAF, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., beginning May 17.

No talent has been set for the program as yet. Gordon Mills, who sold the account was once director of NBC's tours. Wendel P. Colton, New York, is the agency.

ASCAP COMMITTEE FORMALLY ELECTED

New Availability Committee elected by ASCAP include two newcomers in Jack Bregman and Max Dreyfus. Voting was done by mail, ballots being sent to the general membership.

Committee is as follows: Gustave Schirmer, Walter Fischer, Louis Bern-

(Continued on Page 8)

Commentators Sparkle At Ad Club Luncheon

Before a gathering that overflowed the main dining room and other nooks of the Advertising Club of New York, radio commentators had a field day yesterday when they attended a luncheon given by the club in their honor.

Lowell Thomas, who was respon-

(Continued on Page 8)

3 Radio Citations Included In Annual Advertising Awards

Annual Advertising Awards, made by "Advertising and Selling," included three radio awards for 1936, for contribution to the advancement of the effective use of radio in advertising.

Roy Durstine, President of Batten, Barton, Durstine & Osborn, Inc. This medal award was for, "An advertiser, agency, broadcast facility or indi-

(Continued on Page 8)

Fur House Sponsoring 12 Live Shows Weekly

Des Moines—At a time when most fur houses drop active advertising because their season is over, the Cownie Fur Co. of Des Moines has just scheduled 12 live talent shows each week on Iowa network stations KSO and KRNT. The idea,

(Continued on Page 8)

Sponsors Waiting

Des Moines — "Hawkeye Dinner Time", the hillbilly variety show emanating from KRNT, is sold up solid, with several sponsors on the waiting list for future availabilities, according to a statement from the Iowa Broadcasting System, operators of the station.

The program is a one-hour affair, presented on a daily schedule.

RADIO DAILY

Vol. 1, No. 13 Fri., Feb. 26, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserreau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

Two Sponsors Dickering For Braddock-Louis Bout

J. P. Muller and Co., New York, which holds the exclusive radio rights to the Braddock-Louis fight to be staged in Chicago on June 22, has two firms interested in the radio sponsorship of the bout but no papers had been signed up to late yesterday afternoon, according to Jack Adams, vice-president of the agency, Adams also said that there would be no legal difficulties in connection with the broadcast of the event.

Remodel Boston Studios

Boston — The Kasper-Gordon Studios, Inc., have enlarged and remodeled their studios at 140 Boylston St. In addition to private audition studios, the company offers complete transcription and air check recording service with comprehensive production facilities.

FINANCIAL

(Thursday, Feb. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	176	175½	175½	.....
Crosley Radio	25⅜	25¼	25¼	— ¼
Gen. Electric	60	59¼	59½	— ⅛
North American	30¾	30⅛	30⅝	+ ⅜
RCA Common	11⅞	11½	11⅝	— ⅛
RCA First Ptd.	78¼	78	78¼	+ 1¼
RCA $5 Pfd. B	(100 Bid)			
Stewart Warner	19¼	18¾	18¾	— ⅜
Zenith Radio	37¾	37⅛	37⅛	— ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17¼	17⅛	17⅛	— ⅜
Majestic	4¾	4⅝	4⅝	.....
Nat. Union Radio	3¼	3⅛	3⅛	— ⅛

OVER THE COUNTER

	Bid	Asked
CBS A	49¼	51¼
CBS B	48¾	50¾
Stromberg Carlson	18	19

The Public Says:
IT'S METROPOLITAN MANIA
SPONSORS SAY:
IT SELLS MERCHANDISE
MARTIN BLOCK'S
MAKE BELIEVE BALLROOM
WNEW FEATURE

Complete Station List In Wyandotte Campaign

The complete station line-up for the J. B. Ford & Son Co., Wyandotte, Mich. (Wyandotte cleaner), show which begins March 2 over the CBS was announced yesterday. The following stations will carry show beginning March 2: WCAU, WJAS, WHK, WJR, WKRC, WADC, WBNS, WHIO, WKBN, WCSH and WWVA. On March 13 the following will commence airing the show: WEEI, WPRO, WDRC, WORC and WMAS. Program will be a script entitled "A Page From Your Life," and will be heard Tuesday, Thursday, Saturday, 2-2:15 p. m. N. W. Ayer & Son is the agency.

A.A.U. Meet on NBC

The A. A. U. indoor track and field meet to be held in Madison Square Garden tomorrow will be aired on the NBC-Blue, 10-11 p. m. Bill Slater and George Hicks will do the announcing, with Glenn Morris interviewing the track stars before the microphone instead of meeting them in direct competition as in the past. Early this year Morris was awarded the Sullivan Memorial Trophy as the best all-around amateur athlete in 1936. John H. Hartley will supervise the broadcast.

Jack Kennedy Joins WMBH

Joplin, Mo. — Jack Kennedy has joined WMBH as staff announcer and entertainer. He was formerly a staff entertainer on KMBC at Kansas City. He has been in show business since he was three years old, in vaudeville, as orchestra leader, and master of ceremonies at different entertainment spots. His specialty has been ad lib announcing, previous to joining WMBH.

KTUL Sprucing Up

Tulsa, Okla.—Radio station KTUL is doing its spring remodeling early. The addition of another studio has necessitated the shifting of the United Press News quarters and the control room, all of which make for more efficiency.

An enlarged script department also has shifted Rod Cupp, program director, into other quarters with his assistant, Vivian Stern.

CBS Easter Program

West Coast Bureau of THE RADIO DAILY

Los Angeles—Otto Klemperer and the Los Angeles Philharmonic Orchestra, with Francia White of the Fred Astaire program as soloist, will do a one-hour Easter Sunrise broadcast from Forest Lawns. CBS will carry it coast-to-coast, over the Canadian net and short-wave the show to England.

Dr. Dafoe Resumes March 1

Dr. Allen Roy Dafoe will resume his Lehn & Fink (Lysol) broadcasts from his home in Callender, Ontario, March 1. Dr. Dafoe, ill in the Toronto General Hospital, has been reading his CBS programs direct from his bed for the past week.

Belgian Congo to Get American Radio Plays

American radio plays in Kikonga, the native tongue of the Belgian Congo, will be an innovation on the African West Coast this spring and summer, which will be fall and winter there, since the Congo lies south of the Equator.

Mary Bonar, head of the Bonza Manteke boarding school conducted by the Women's American Baptist Foreign Missions Society in the Belgian Congo, heard The Sunday Players Bible dramas over Ohio radio stations while home on leave this winter. As a result, she carries the original scripts of twelve of the Sunday Players Bible plays with her when she sails on the Berengaria next Wednesday, and upon reaching Bonza Manteke she will translate these into Kikonga for reproduction by an all-African cast of Sunday Players made up from her students.

The Sunday Players Bible dramas are already heard, it is said, over half the earth's surface each Sabbath, but the Belgian Congo is the farthest south to date. The Sunday Players are produced by Mertens & Price, Inc., Los Angeles.

Macfadden Adds KSTP

Macfadden Publications Inc., New York (True Story magazine), on April 2 will add KSTP, St. Paul, to its "True Story Court of Human Relations" program on the NBC-Red, Fridays, 9:30-10 p. m., with repeat 11:30 p. m. to 12 midnight. Arthur Kudner Inc., New York, has the account.

Million Sets for Canada

Toronto—Owners of radio receiving sets in Canada are likely to total in excess of a million this year. S. J. Ellis, inspector of radio for the federal government, announces 973,597 licenses to owners of radio sets were issued in Canada in 1936, as compared with 862,109 licenses in 1935. In Toronto alone, 116,721 licenses were issued during the past year.

Suggests Protection Bureau

That the FCC set up a department where radio scripts, ideas and nom de plumes can be filed for protection of the originator, is suggested in a letter to the FCC by Allen Prescott, "Wifesaver" of the airwaves. Prescott says that, after working years to build himself up as "The Wifesaver", an imitator in Mexico has lifted his idea and is broadcasting to the southern part of the U. S.

Lord Suit Up in April

Action in which Phillips Lord of radio sues Pathe for breach of contract will go on trial before the New York State Supreme Court sometime in April. Lord's allegation is Pathe did not make all the promised pictures in connection with his round the world trip. He will ask $100,000.

COMING and GOING

BERNIE FOYER is in Philadelphia, returning to New York on Monday.

MRS. GRACE WONDERS leaves for Atlantic City this afternoon. Will be away four days.

HARLAN EUGENE READ sails Tuesday for England. Will cover the Coronation for the nets.

JACK R. POPPELE, WOR chief engineer, leaves tonight for an 18-day trip on the Statendam to the West Indies and South America. He will be accompanied by MRS. POPPELE and their two daughters, JUNE and LORRAINE.

NELSON EDDY arrives in New York to do Sunday snow.

SAUL BORNSTEIN of Irving Berlin Music is back in town.

ARTHUR BORAN left yesterday for a vaudeville engagement in Philadelphia.

ALEXANDER GRAY has left for Miami.

JACK WHITE returning today from Florida vacation.

ARTHUR KASS of Kass-Tohrner leaves Monday for Chicago.

GEORGE RAFT is at the Warwick from Hollywood.

MARY LIVINGSTONE arrived in New York yesterday from Hollywood.

JACK BENNY leaves the coast Tuesday for New York and will do his Sunday airing here.

LOUIS SHURR, theatrical agent, leaves for Hollywood in two weeks to establish offices there.

GEORGE JESSEL returns tomorrow afternoon from Miami. He will do Woodbury show on Sunday from Radio City.

PHILLIPS H. LORD, author and director of the CBS "Gang Busters" series, is on his way West for a three-week vacation.

THOMPSON L. GUERNSEY of WLBZ, Bangor, is expected in town today.

NBC Staging Contest For Newsboy Barkers

NBC special events department on March 3 will stage a novel program over the NBC-Blue network, 11:30 p.m.-12 midnight, which will bring the best newsboy barkers from newspapers in Los Angeles, Boston, San Francisco, New York and Chicago to the microphone in a "Newsboys Hawking Contest."

A board of judges consisting of Pat Kelly, NBC chief announcer, James Barrett, Press-Radio editor, ANPA officials and other newspapermen will select the best newshawker and award the prize.

Each newspaper will be allotted about five minutes to prove that they employ the best newshawker. Papers which have already agreed to participate are Call-Bulletin, News, Chronicle, and Examiner in San Francisco; Times, Herald-Tribune, Sun, News, Mirror, in New York; Examiner, Evening News, Herald and Express in Los Angeles; Citizen-News in Hollywood. Boston and Chicago papers to be entered will be announced later.



COMMENTS
On Current Programs

JAZZ NOCTURNE, presented Wednesday nights at 10 over WOR, is one of the more distinctive interpretations of music. With Connie Miles as the deep-throated, rhythmic commentator, the program has the flavor of Beale Street and the mood of "St. Louis Blues," yet a lilting, fascinating style and tempo of its own. Those wo like something different but solidly tuneful in their music undoubtedly enjoy this very much.

PROFESSIONAL PARADE, which Fred Niblo genially emcees over WJZ on Wednesday nights as a plea for support of stage shows, has good intentions in back of it, and some good talent. But you cannot appeal to the public to help keep stage shows alive without admitting in the same breath that the stage is dying—and nobody cares to string along with a dead one.

GLADYS SWARTHOUT and Frank Chapman, who duet vocally over the NBC-Red network on Wednesday nights, always bring a very pleasing program of varied numbers to the mike. Their voices blend harmoniously and in a half hour they manage to crowd in quite a diversity of concert, operatic and popular numbers. Unlike the screeching type of sopranos and the thundering baritones, the Swarthout-Chapman vocalizing is pleasurably soothing.

Tastyeast Off March 25

After a hectic existence, Tastyeast, Inc., Trenton (yeast candy), has signified its intention of signing off the NBC-Blue network with the March 25 broadcast. Program started out to feature James J. Braddock in a radio serial, but suddenly dropped the fighter and started the "Tastyeast Jesters" who are currently on the air. Earlier this month the sponsor signed a 39-week renewal with NBC which went into effect on March 2, and now comes the cancellation notice.

Review "Billy and Betty"

Sheffield Farms Co., New York (milk), on March 22 will renew the WEAF program, "Billy & Betty," Mondays through Fridays, 6:45-7 p.m. Renew is signed for 52 weeks and was placed through N. W. Ayer & Son, Inc., New York.

New Deanna Durbin Film

Deanna Durbin, singing star of the CBS Texaco Co. show, begins work on her second staring film immediately. Picture will be called "One Hundred and a Girl," and will feature, in addition to Miss Durbin, Leopold Stokowski.



"HAWAII MUSICAL SALUTE TO PRES. ROOSEVELT"

Special
NBC-Blue Network, Wed., Feb. 24, 10-10:30 p. m.

PLEASING NATIVE MUSIC AND SINGING COMBINED IN SPECIAL BROADCAST.

A fine salute to President Roosevelt was sent over the Pacific in this program employing the massed and individual bands of the Army, Navy, Marine Corps, and Royal Hawaiian musicians. Presented on the island in the afternoon and reaching the Atlantic seaboard at 10 p. m, the concert embraced such popular selections as "Aloha Oe," "Song of the Islands" and other well-known numbers, along with lesser known but enjoyable native pieces, some played and some also vocalized, with a generous interspersing of guitar work.

Shift "Marlin" Time

Procter & Gamble Co., Cincinnati (Ivory snow), has shifted the time period for its "Story of Mary Marlin," which begins March 29, on the NBC-Blue to the 5-5:15 p.m. period. Eight stations (WJZ, WBZ-WBZA, WBAL, WSYR, WHAM, WXYZ, WLW) comprises the network. Series will be heard Mondays through Fridays. Same program will start on the 31 NBC-Red stations on the same date, five days a week, 12:15-12:30 p.m. Compton Advertising Inc., New York, is the agency.

"Dude Ranch" Ends March 23

General Foods Corp., New York (Log Cabin syrup), on March 23 will broadcast the last program of the "Log Cabin Dude Ranch" series on the NBC-Blue, Tuesdays, 8-8:30 p.m., with repeat 11:30 p.m. to 12 midnight. Program stars "The Westerners". Sponsor is also using transcriptions on numerous stations in the South which will also sign off during the last week in March.

Job Clinic at KDYL

Salt Lake City—KDYL here has joined the list of radio stations conducting job clinics in cooperation with the National Re-Employment Service. Program, called "Wanted—a Job," will run for 15 minutes on Tuesdays at 6:30 p.m., offering eight applicants.

Sam Henry Laid Up

Sam Henry, WBS sales promotion manager, out of the office yesterday because of illness.

"THE MOVIE MAN"

Sustaining
WINS and N. Y. State Broadcasting System, Tuesdays, Thursdays, Saturdays, 9:45 a. m., E.S.T.

SCREEN CHATTER AND ANSWERS TO FAN QUESTIONS ALONG USUAL LINES.

Making his debut this week, "The Movie Man" dishes out a line of Hollywood personality chatter that is much the same as the general run of such programs with the exception of those originating from the film capital. Without any interruptions, "Movie Man" reels off a fifteen-minute batch of items dealing with screen personalities and movie activities. He covers a lot of ground and mentions a lot of people, with no effort to put sensationalism into his stuff. A good deal of the material necessarily is news that already has appeared in print, but which probably is still new to most tuners-in outside the metropolitan areas. Fan questions also are answered.

SELLING THE STATIONS

Consulting Listeners

ANOTHER in the series of talks in the form of "consultations with listeners," will be broadcast 9:30-10 p. m. Monday from WQXR by John V. L. Hogan, president of Interstate Broadcasting Co., operators of that station.

Hogan will tell the audience about some of the recent ideas which have been exchanged between the station and the listeners, on the question of the ideas and ideals which he and his associates are endeavoring to use in creating an improved radio service both in regard to advertising and entertainment.

As part of the program he will include certain sound tests to demonstrate the features of High-Fidelity broadcasting. His topic, "Building a Better Radio Service," covers the matter of broadcasting from the point of view of mechanics of radio transmission, as well as the program material itself.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

WHEN Margaret Sullavan failed to show for one-shot appearance on commercial the other day....gal called in to sub was Elizabeth Love....who did a swell job....Four years ago La Sullavan was her understudy...."Jane" of the recent Astaire broadcasts has Nancy Leach for her behind-the-mike moniker ....she's so good she's expected to adorn the show for keeps....Charlotte Buchwald, "The Playgoer," is working on script that has nothing to do with playgoing....When Evelyn Laye sailed on Wednesday, Martin Starr gave her and husband Frank Lawton "Bon Voyage" via one of his "Gangplank Interviews".... "Roving Reporter" Frankie Basch attended the "Ladies' Home Journal" tea-fight t'other afternoon, determined to probe rumors anent possibility of the First Lady's entering next Presidential Sweepstakes....Frankie's still mum on the subject....

▼ ▼

Gretchen Davidson and Carlton Young....both of "Trouble House" ..have gone roller-skate currazy.... Songstress Benay Venuta will guestar for "Hammerstein's Music Hall" March 9....25 girl scouts go choral on the same program.....Pretty Kitty Kelly," premiering March 8 in place of Continental Baking Company's "Renfrew of the Mounted" will have Arline Blackburn....who debuted at three in Barrymore's "The Copperhead" in the name part.... Authoring of script on "Kitchen Cavalcade"....sponsored by Mueller.... is chore of Dorothy Neff....she's with the Jean V. Grombach radio outfit....Crosby Gaige's second featured drahma guest will be Irene Purcell....March 1. Niela Goodelle, vocalist and Alan Kent, announcer, sounding romantic note on radio row.

▼ ▼

Marguerite Sedgewick, KONO Fashion Reporter, has the distinction of being sole femme announcer on that station.... Medico Dafoe resumes his tri-weekly broadcasts from his study in Callender March 1....with demon "flu" defeated ....Elsie Hitz's characterization of "Jean Page" in "Follow the Moon" caused an interesting reaction....According to recent fan letters to Elsie three new girl-babies have been named for "Jean"....

MAIN STREET WITH OL' SCOOPS DALY

● ● ● Changes anticipated in style of the "Show Boat" feature shortly....Sonny Kendis and his Stork Club ork replaces Stuff Smith on WMCA's Lucidin show....Arthur Godfrey, the Washington word-slinger who created the recording-ad lib shows, called to N. Y. to be the announcer of Professor Quiz's Kelvinator airing March 6....Ralph Wonders went to Miami from St. Petersburg to discuss another deal....Betty Finley goes with him to either job....Alexander Gray opens at the Miami-Biltmore Monday for 4 weeks....Arthur Kass of Kass-Tohrner jumps to Chi to interest auto sponsor in people....Benton & Bowles Agency and Young & Rubicam say production men and directors are scarce....Andre Baruch, the CBSlinger of commercial talk, weds Gertrude Aaronson, radio dramactress, next week...."When I Grow Up" a kiddie take-off of "We, The People" to be auditioned for a shoe sponsor....Small-Landau, Hollywood office, peddling Sid Gary to the talkies....Cal Tinney, the hillbilly columnist, talking over deal to write Zeke Manners' scripts....Prexy Paley of CBS has his name on one door, while Walter Pierson of the Sound Dept. has the distinction of having his on three doors.

● ● ● *Col. Jay C. Flippen will be toasted at a midnight party Sunday at Leon & Eddie's....Those expected to honor the Colonel are Jimmy Durante, Billy Gaxton, Ethel Merman, Bert Lahr, Wini Shaw, Jack Pearl, Frank Parker, Henny Youngman, James Barton, Bea Lillie, Eddie Dowling and others....J. C. will introduce a game called "Kiss The Donkey"....Abe Lyman will try getting away from his farewell party at the New Yorker to attend....Jerry Lester follows Youngman into the Yacht Club....Publicity Associates signed Harlan Eugene Read, the aircaster to an exploitation and management contract.*

● ● ● "Kitty Kelly", which replaces "Renfrew of the Mounted" will switch time with Myrt & Marge after build-up....Last night Floyd Gibbons dramatized the story of a man who was believed dead and nearly embalmed. The sound effects man on the show was Jack Emerhine, who is an undertaker in his spare time....Kate Smith's singing of Nick Kenny's "Carelessly" was tops....Rudy Vallee manages the affairs of the Bernards and DuVals now at the Ritz-Carlton...."Death Takes a Holiday" with Philip Merivale and Gladys Cooper will be the Bandwagon feature Thursday with George M. Cohan following the week after.

● ● ● *A. L. Alexander will do a repeat on Shell tomorrow with a human interest feature....Attempts are being made to spot the star permanently on this show....Teddy Mack, formerly maestro of the Roxy and who gave up this job to study radio, will audition for CBS....Ida Bailey Allen's recipe for chocolate layer cake was easy for Lester Lee....Sunday he'll try her short cake concoction ....Jane Pickens is the first guestar on Thomas Atterbury McGinley's NBC show tonite....He's the wealthy Pittsburgh steel man who's buying time so that he may play the organ.*

● ● ● His Forest Hill neighbors complained that the radio in the apartment was too noisy, so sound effects man Bob Prescott brought in his effects machine and one night ran a "thunder" recording which had everyone running to shut windows....Another night he had a "plane crash" with the recording mimicking the sound of a plane going 400 m.p.h., crashing and then exploding....The police were called and Bob decided to quit his pranks....Along Radio Row they're calling Mark Plant the "lease breaker" because he broke two for friends with his dynamic warbling.

PROGRAM ☆ IDEAS ☆

What Local Stations Are Doing

THE series of Public Forum programs just inaugurated by KDYL in Salt Lake City is expected to prove a highlight in Intermountain radio history. The idea is to offer in discussion form an interesting program which will deal with all phases of questions of community interest. It will be in the nature of a friendly argument referred by a well-known University of Utah professor. The program is broadcast at 7:45 p. m. on Wednesdays.

A new type radio program designed exclusively for women will be heard over station WBIG at 10:30 a. m. starting Monday. The program, "The Woman's News Parade," will be broadcast five times each week, Monday through Friday. "The Woman's News Parade" is sponsored by the Carolina Baking Co., bakers of O Boy Vitamin D Bread.

New Tower for KOIL

Omaha — Contracts are to be let immediately by Central States Broadcasting Co., which controls KOIL, KFAB and KFOR, for a new 300-foot steel tower for KOIL. Located on the Missouri river bottom lands where the soil, engineers say, is the best in this vicinity for radio conductivity, the tower will increase the free-of-fading area for KOIL several fold.

KOIL recently was granted permission by the federal radio commission to increase daytim power from 2,500 to 5,000 watts.

Lions to See Ford Show

N. W. Ayer & Son, in co-operation with the Danbury Motors, Inc., Danbury, Conn., have arranged for the Lions club of that city to attend, en masse, the Ford broadcast next Tuesday. Every seat in the Columbia playhouse will be reserved for the 1100 members who are making a special trip to see the Al Pearce performance.

7-Week Lyman Contract

Abe Lyman, who replaces Bob Haring on the NBC Wednesday night American Tobacco (Lucky Strike cigarette) show, will have a seven-week contract with his sponsor. Mark Warnow will take over the Hit Parade show on CBS for a one-shot March 6. Hoff's contract runs until March 20 and it is reported that Warnow will bow in the Saturday night spot the following week for a series of six broadcasts.

WAAW Buys Building

Omaha—Purchase for $25,000 of an apartment building here has been announced by Chief Engineer Walter F. Myers of WAAW.

☆ Chatter ☆

HENRY M. NEELY (The Old Stager) is going in for candid camera work seriously. Current demand by mags for unusual shots also is making it a profitable pastime.

Nelson Eddy is billed for an engagement at the Municipal Auditorium, San Antonio, April 28.

Harfield Weddin, formerly of KABC, San Antonio, is now on the announcing staff of KTSA, Columbia outlet.

Dewey Long, sales manager of WBT, Charlotte, was recently officially inducted into the Lions Club. He has returned from a business trip to Atlanta.

Jay Coffey is the newest addition to the announcing staff of WELI, New Haven. He takes the place of Ed Lush, who resigned for another connection. Coffey was one of the original Radio Robins, said to be the first vaudeville act to use a public address system.

Bob Mayberry, heard many times on Seattle's KOMO-KJR programs, playing and singing his own compositions, which are of a satirical musical comedy nature, has displayed some more versatility. He has branched out as a writer. Mayberry has been added to the production department.

William Gavin, announcer at KOMO-KJR, Seattle, recently became the father of a girl, Sally Jane. The youngster boasts of having three great-grandmothers living.

Lewin S. Cassell has joined the commercial department of WIS as salesman. He was formerly affiliated with the display advertising department of the Columbia Record. Cassell replaces H. A. Deadwyler, who has accepted a position with the Nachman-Rhodes Advertising Agency of Augusta, Georgia.

S. S. Fox, president and general manager of KDYL, Salt Lake City, and John M. Baldwin, Chief Engineer of KDYL, have left for the Pacific Coast on a business trip.

Walt Lochman, KXBY sports announcer who for the third consecutive year will handle the Wheaties baseball broadcasts, is planning to leave Kansas City on March 14, for McAllen, Tex. to cover the spring training of the Kansas City Blues. In addition, he will follow the team on a tour of southern Texas and to Mexico City, broadcasting descriptions of exhibition games. During his absence Ivan Flanery will take over the mike for the nightly sports chat from this station.

M. Leonard Matt, WDAS news commentator, slated for the City Controller post in the next Philadelphia election.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 5 of a Series.

KDKA—Pittsburgh

50,000 *Watts*—980 *K.C.*

H. A. WOODMAN, Gen'l Mgr. W. E. JACKSON, Sales Mgr.
JOHN GIHON, Program Director

KDKA, the oldest broadcasting station in the world, is owned and operated by the Westinghouse Electric & Manufacturing Co. Established in 1920, KDKA is today one of the most powerful stations in the country, servicing unestimatable millions daily. Their broadcasting day begins at 7 a.m. and continues until 1 a.m. the next morning.

* * *

KDKA is a basic station of the NBC-Blue network. Its studios are located in the Grant Building in Pittsburgh, and the transmitter is in Saxonburg, Pa. On Nov. 2, 1934, KDKA observed a two-fold celebration. New quarters were completed, at a cost of $150,000, and the station began its fifteenth year of consecutive daily broadcasting. The new studios are patterned after those now in use by NBC in Radio City, N. Y. Matter of fact, KDKA's studios were designed and constructed under the supervision of NBC engineers.

* * *

THE station was the first to broadcast a complete presidential election report. Four years later, in 1924, every station then transmitting followed suit. In 1936, with Pittsburgh fighting a devastating flood, KDKA was the only station in that area to remain on the air with any degree of regularity. When normal power supply failed, an emergency plant was set up with batteries used to generate the power.

* * *

IN addition to the regular programs originating at the station, KDKA carries a majority of the leading commercial shows aired over the NBC-Blue net. Listeners are afforded an unusual bill-of-fare which includes Lowell Thomas, Beatrice Lillie, Magic Key, a variety of daytime dramatic programs, the Tastyeast Jesters and many other shows of equal caliber. KDKA also maintains short-wave station W8XK. The master control board is equipped to feed a steady supply of programs constantly to both KDKA's and W8XK's transmitter at Saxonburg.

Varied Viewpoints

Radio—the New Deal In the Public Service

RADIO naturally carries the burden of the pioneer, but radio can laugh at its critics, for radio has by service earned its place as the greatest of all public utitlities, by serving in the interest, for the convenience, and as the necessity of our masters, the American public.

Public ownership of radio would defeat the very cause that it is so ably serving at present. Government control, or control by any organization with a particular axe to grind, would undoubtedly cause radio to lose the confidence of the American family in its neutrality, and in its sincerity, now guaranteed by the Federal Communications Commission.

When the members of the American family can buy for as small a sum as ten dollars a receiving set that enables them to listen to the President of the United States addres them as "My Friends," and mean it, and take them into his confidence by discussing important governmental affairs, that is a new deal for the American citizens and a new opportunity for the Chief Executive.

Radio in its present set-up provides the safe-guard for the people, and the defense for sincere and honest officials. The day of the demogogue has gone, the selection by a group of men, in a smoke-filled room, in some convention city, of any man for high executive office has passed . . . unless that man has that necessary sincerity and honesty in his voice that carries to that radio in the American family living room.

It's the new deal . . . and like it or not . . . radio did it!

The humble broadcaster just cooperates. He is still a step-child to everybody. He comes down to his office and is afraid to take his hat off before he opens the mail, for he may find that some wild-eyed reformer, deformer, or what not, has applied for his license to educate the paralyzed Hottentots, or unwashed Siwash, or some other delirious dream of some impractical seeker of publicity.

He's the man for the new deal . . . but afraid of a mis-deal.

Col. Edney Ridge,
Director WBIG,
Greensboro, N. C.

GUEST-ING

BOB PARRISH, who was to have appeared on Eddie Cantor's program last Sunday but was prevented by a throat illness, will be on that CBS 8:30-9 p.m. show this coming Sunday.

HELEN MORGAN will head the list of Hammerstein Music Hall guest stars over CBS at 8 p.m. Tuesday. Del Casino and Lucielle Browning also will be on the bill.

HUGH HERBERT and Judy Garland are scheduled for Jack Oakie's next Tuesday broadcast over CBS at 9:30-10:30 p.m.

MARIO CHAMLEE, Met opera star, is to guest-star on Your Hit Parade and Sweepstakes over CBS tomorrow, 10-10:45 p.m.

BERT LAHR goes on Leo Reisman's "Nine O'Clock Revue" over WOR at 9 p.m. Sunday.

ESTELLE TAYLOR will be heard on the Jeff Sparks "Varities" bill Sunday at 3 p.m. over WOR.

BUDD HULICK, of Stoopnagle and Budd, and Dorothy Jeffers, Cocoanut Grove dancer, will be guests of Jack Eigen on his WMCA "Broadway Newsreel" at 11:30 p.m. Monday.

RAY SCHINDLER, president of the Adventurers' Club, is to be on the "Moments You Never Forget" show at 7:30 p.m. tomorrow via WOR.

Drama Broadcasts Set

The weekly broadcasts of the Front Page Drama will be aired over the following stations this week. Today: WGNY, WNEW, WCNW, WBRB, WFBG and WCAM. Tomorrow: WINS, WTEL, WVFW, WIP, WDAS, WMCA, WBAX, WATR, WTNJ, WWRL, WBNX, WCAP, and WFAS. On Sunday, show will be heard over WOV and WNLC. Broadcasts are aired simultaneously with the release of the drama nationally in a weekly syndicate.

WNBZ Being Sold

Syracuse, N. Y.—WNBZ at Saranac Lake, owned and operated by Earl J. Smith since 1927, will be sold to a Syracuse radio man, Smith announces. Smith refused to dislose the purchaser's name until the sale has been approved by the FCC, but did say that he is not connected with a Syracuse radio station. The station is a 100-watter.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

Los Angeles

LUD GLUSKIN, west coast musical director for CBS, wants a good looking young tenor who wants to go places in radio, and will start auditions this week to find him. Must be less than 25 years old, good looking, besides having a voice.

Burns and Allen will do two successive guest appearances on Hollywood hotel, first Friday, next the week following.

Abe Correnson has been made commercial manager for KMTR, and Tex Rickard moved up a notch to general managership of the station.

Hugh Brundage, from KEHE, has joined the KHJ Don Lee Mutual announcing staff.

Carroll O'Meara is writing an original satirical drama for KHJ, "Devil Grass in Paradise".

Doug Douglass, dean of Southern California's newscasters, this week celebrates his tenth year of airing the news. He began on old KHJ when it was the L. A. Times station; now gives it on KRKD.

Lucia Laska, stooge, and Norman Nielsen, singer, have been added to the permanent cast of Gilmore Oil's revival of Gilmore Circus.

KMTR starts a new program idea Sunday afternoon which it hopes to hand over to a sponsor if it clicks, called Hollywood Bureau of Missing Persons, offering time to relatives who want to get track of missing movie struck persons thought to have landed hereabouts.

Eddie Cantor wrote words and music for "Garbo Loves Taylor", which he will introduce Sunday, when he promises Bob Parrish positively will sing.

Eddie Peabody, who already has one audience show a week in the new KFWB radio theater, is expected to add a second one, taking over the time that has been used by Mac Quarrie's "Want to be an Actor", which now becomes exclusively Chase & Sanborn's coast-to-coaster.

Mischa Auer, Universal player, will be Bing Crosby's guest on the Kraft program March 4—immediately after which Auer will taxi to the Academy dinner at the Ambassador hotel—where it is expected he will receive the award as best supporting player for 1936.

ONE MINUTE INTERVIEW

JOHN F. ROYAL

"My only form of relaxation is the playing of handball. It is this game which permits me to think the ball is that so-and-so I had an argument with in the morning and I have a grand time knocking it all over the place."

CBS ANNOUNCER COMMITMENTS

Assignments listed herewith include important current commercials originating in New York and Hollywood, plus a few from other points. Agency men working on shows such as Harry Von Zell on Young & Rubicam's Gulf Oil program with Phil Baker, and Tiny Ruffner on the Benton & Bowles "Palmolive Beauty Box Theater," are not included.

ANDRE BARUCH:
"News of Youth"—(Ward Baking Co.)
"Kate Smith's Band Wagon"—(A. & P.)
"Tomorrow's News Today"—(Liberty Mag.)
"Your Hit Parade"—(Am. Tobacco Co.)

* * *

HUGH CONRAD:
"Rubinoff and His Violin"—(Chevrolet Motor Co.)
"March of Time"—(Time Inc.)

* * *

PAUL DOUGLAS:
"Alexander Woollcott — Town Crier" — Granger — (Liggett & Myers Tobacco Co.)
"Chesterfield Presents"—(Liggett & Myers) on Friday night show only.
"Children's Hour"—(Horn & Hardart)

* * *

RALPH EDWARDS:
Horace Heidt Alemite show — (Stewart-Warner)
George Rector—food talk—(Phillips Packing Co., Inc.)
"The Wife Saver—Allen Prescott—(Manhattan Soap Co.)
"Major Bowes Amateur Hour"—(Chrysler Corp.)

* * *

DAN SEYMOUR:
"Gillette Community Sing"—(Gillette Safety Razor Co.)

* * *

KEN NYLES
"Hollywood Hotel" — (Campbell Soup Co.)
Burns & Allen — (Campbell Soup Co.)

* * *

PAUL RICKENBACKER:
Al Jolson show — Rinso-Lifebuoy soap—(Lever Bros. & Co.)

* * *

JACKSON WHEELER:
Joe Penner—Coco Malt — (R. B. Davis Co.)

* * *

MELVILLE RUICK:
"The Lux Radio Theater" — Lux toilet soap—(Lever Bros. Co.)

* * *

JIMMY WALLINGTON:
"Texaco Fire Chief"—Eddie Cantor —(The Texas Co.)

* * *

BILL GOODWIN:
"Jack Oakie's College" — Camels — (R. J. Reynolds Tobacco Co.)

* * *

PHIL STEWART:
"Lady Esther Serenade" — Wayne King—(Lady Esther Co.)

* * *

TRUMAN BRADLEY:
"Ford Sunday Eve. Hour"—(Ford Motor Co.)

* * *

DAVID ROSS:
Chesterfield cigarette program — Wednesday—(Liggett & Myers Tobacco Co.)

* * *

FRANK GALLOP:
Dr. Allen Roy Dafoe—(Lehn & Fink, lysol)
"The Pet Milky Way"—(Pet Milks Sales Corp.)

* * *

JOHN REED KING (Free-lance):
"Magazine of the Air" — (H. J. Heinz Co.)
Fels Naphtha Soap program—Jack Berch—(Fels & Co.)

* * *

JEAN PAUL KING (Free-lance):
"Gang Busters" — Palmolive shaving cream — (Colgate-Palmolive-Peet Co.)
"Myrt and Marge" — Supersuds — (Colgate-Palmolive-Peet Co.)

* * *

ART MILLET:
"Gold Medal Feature Hour" — (General Mills, Inc.)
"Rich Man's Darling" — (Affiliated Products)
"Nash Speedshow"—Lopez-Gibbons —(Nash-Kelvinator Corp.)

* * *

HAL MOORE:
"Pick & Pat"—(U. S. Tobacco Co.)
"Home Maker's Exchange" — (National Ice Advertising, Inc.)

* * *

WILLIAM PERRY:
"The Gumps" — Pebeco — (Lehn & Fink)

* * *

WILLIAM RANDALL:
"Cook's Travelogue"—(Thos. Cook & Son, Ltd.)

* * *

JOHN ALLAN WOLFE:
"Jack and Loretta"—Kirkman soap —(Colgate-Palmolive-Peet Co.)

* * *

KENNETH ROBERTS:
"Between the Bookends" — Hind's Honey & Almond Cream—(Lehn & Fink)
"Johnnie Presents"—(Phillip Morris & Co., Ltd.)
"News Thru a Woman's Eyes"—(Pontiac Motor Co.)

* * *

DEL SHARBUTT:
"Broadway Varieties"—Bi-So-Dol—(The Bisodol Co.)
Guy Lombardo — Bond bread — (General Baking Co.)
"Ma and Pa"—(Atlantic Refining Co.)
"Cavalcade of America"—(E. I. Du Pont De Nemours)

* * *

FRED UTTAL:
"Big Sister"—Rinso—(Lever Bros. Co.)
"Aunt Jennie's Real Life Stories"—Spry—(Lever Bros. Co.)

MUSIC

CAB CALLOWAY and the Cotton Clubbers have been booked by Mills Artists, Inc. for a 12-week theatre route, starting with RKO Memorial, Boston, on March 18, and winding up at the Orpheum, Minneapolis, June 18.

Duke Ellington and his boys, east-coast-bound from California to rehearse for the new Cotton Club Show, will play an all-Ellington Swing Festival for the Saturday Night Swing Club over WABC and the CBS network, March 13, at 6:45 p.m.

Dick Stabile, Ben Bernie alumnus, and ork will be "airwaved" from the Italian dining room and the Chatterbox of the Wm. Penn in Philly, over WCAE, effective March. 4.

New Haven's maestro Eddie Weaver, heard with his band over WICC Tuesday and Friday evenings, will "etherize" a program of organ melodies Friday evenings, 8:45-9 p.m. direct from the Taft Grill, effective this Friday.

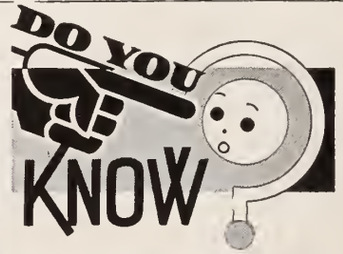
Guiseppe Bamboschek, for years Met conductor, owns one of three existing scores of opera composed by Jean Jacques Rousseau in 1752. He intends to produce it via radio at an early date.

Don Ferdi and his band take the ether from the Ross Room of the Stratford Hotel, Bridgeport, via WICC over the nationwide NBC Blue Network tonight in the first of a new series of evening dance broadcasts 12:30 to 1:00 a.m.

JOHN S. YOUNG:
"Hammerstein Music Hall"—Kolynos—(Kolynos Sales Co.)

* * *

Ted Husing and Bob Trout, special announcers, are currently unassigned to commercials; working out of special events department.



Most spectacular gains in regional network advertising last year occurred in the retail field, which jumped twelve-fold: beverages, up 255 per cent, and toilet goods, up 169 per cent. The clothing, confectionery, household equipment and tobacco divisions declined.



KXBY is now using from 36 to 40 hours a week of remote control broadcasts of sports events, night spot entertainment, and various other types of local features of which twenty-five per cent is sponsored.

The two daily experimental television broadcasts made from experimental television station W9XAL, Kansas City, are synchronized and broadcast as a feature program by the allied radio station KXBY as a means of acquainting the radio audience with the work of the television school, which operates the station.

A news broadcast will be sponsored by F. W. Gray Co., Waverly Oil distributors, over KSL, Salt Lake City, starting March 7 and continuing on successive Sundays.

Independent Coal & Coke Co., Salt Lake City, has renewed a twice-weekly schedule with KSL.

The Sentinels, male quartet, heard from New Haven's WELI last summer will be on the air with a new series early next month. New to Sundays at Four-Thirty on the March 7 program will be a picked group of twelve male voices from the University Glee Club.

The WOWO (Fort Wayne) Farm Hour, heard daily, 6:45-8 a.m., CST, is piloted by the rustic comedy team, Sari n' Elmer, assisted by Fred Henry, the Farm Hand. In addition to comedy and human-interest features, the Farm Hour offers news comments, time service and general information of interest to rural audiences.

Along dramatic airlanes, WOWO presents "The Little Theatre," Thursdays 9-9:30 p.m., CST. Radio plays of all types are interpolated on this program by the WOWO dramatic staff under the direction of Franklin A. Tooke, experienced thespian.

Lawrence Witte, a radio columnist for a syndicate of newspapers and magazine writer, now airs his "Static" via WPG, Atlantic City, every Saturday morning at 11:15 a.m.

Charlie Mitchell and his Mountaineers, introduced to the WIS (Columbia, S. C.) audience only three weeks ago, are rapidly becoming the biggest "mail-men" on the schedule. More than 500, letters and cards had been received up to early this week. The Mountaineers replaced the Dixie Reelers, long-time favorites of South Carolina listeners. The program is heard as a sustaining feature deaily except Sunday.

New Vocal Trio

A new vocal trio consisting of Fred Astaire, first bass; Johnny Green, second bass, and Charley Butterworth, short-stop, will give its world premiere performance during the Astaire musical comedy hour from Hollywood with Conrad Thibault and Francia White over the NBC-Red network on Tuesday, 9:30 p.m., E.S.T.

Astaire, Butterworth and Green, whose voices are short of a barber shop quartet in number only—have been practicing their weird harmonies in the mountain recesses back of Hollywood.

Bernie Disbanding Band

Ben Bernie, currently airing for American Can (Beer cans), will disband his orchestra effective March 15, it was announced yesterday. Bernie, now in Hollywood completing a movie with Walter Winchell, will leave for his Miami Beach home next month and continue his broadcasts from there with a pick-up orchestra.

Mason and Dixon in P. M.

Mason and Dixon, southern singing duo who were heard on WHN in the mornings at 8:30 o'clock, are now broadcasting their ballads and original poetry via the WHN microphone from 12:30 to 12:45 p. m., on Mondays, Wednesdays and Fridays. The program is called "Pages From Our Old Song Book."

Emily Klein Improving

Emily Klein, mistress of ceremonies on WMCA's "Grandma's Night Out," is recovering from an illness that ran nearly four months. She will resume direction of her programs within another few weeks.

☆ "Quotes" ☆

PHIL DUEY: "I think I find myself in a position to be envied by other radio personalities. I feel that I am on the most interesting program on the air, what with Charles Martin and his 'Three Minute Thrills' to occupy my mind between solos. Only last week, I nearly missed my cue, so enrapt was my attention with the story."

RED NICHOLS: "The sameness of the majority of studio orchestras, which naturally eliminates originality, is due to the constant use by no less than seventeen regular air shows of the same featured instrumentalists, of whom there are about 20. These artists don't pay much attention to leaders because they're independent. They play the same with every performance. That's what makes the other orchestras outstanding, and the field is now wide open for new maestros with their own organizations."

☆

WHO READS RADIO DAILY

☆

STATIONS

SPONSORS

STARS

ADVERTISING AGENCIES

RADIO EDITORS

MUSIC PUBLISHERS

RADIO ENGINEERS

PROGRAM PRODUCERS

TALENT AGENCIES

MOTION PICTURE EXECUTIVES

EQUIPMENT MANUFACTURERS

SONG WRITERS

BAND LEADERS

☆

EVERY DAY

☆

3 RADIO CITATIONS IN ADVERTISING AWARDS

(Continued from Page 1)

vidual, who by contemporary service has added to the knowledge or technique of radio advertising."

Young & Rubicam, Inc., for "An advertiser, agency, broadcast facility, or individual for outstanding skill in program production." Special reference made to the Jack Benny-Jell-O program.

William J. Cameron, Ford Motor Co., on the Ford Sunday Evening Hour, for, "An advertiser, agency, broadcast facility or individual for excellence of commercial announcements." Ford account is handled by the N. W. Ayer & Son, Inc., agency.

Rest of the awards were for advertisers, agencies and individuals for outstanding merit in one branch or another in the advertising field.

CBS Workshop Offers Experimental Dramas

(Continued from Page 1)

man near exhaustion as he swims for aid for his friend clinging to an overturned boat drifting out to sea.

Further "Columbia Workshop" presentations will be:

March 14: Two 15-minute dramas written and directed by two recently-graduated college honor students. It is the first venture into this field for either of the writers.

March 21: A dramatic interpretation of St. Saens's musical fantasy, "Danse Macabre".

March 28: A dramatization of Keats' famous poem, "Eve of St. Agnes."

April 4: A musical aptitude test, in which the rhythmic, tonal and pitch sensitiveness of an individual may be tested to determine his potential qualifications as a musician. The period will be completed with a 15-minute sketch.

FCC ACTIVITIES

EXAMINER'S REPORT

Loyal K. King, Pasadena, Cal. CP for new station to operate on 1320 kc., 250 watts, daytime, be denied.

KWBG, The Nation's Center Broadcasting Co., Inc., Hutchinson, Kan. CP for change in frequency and power to 550 kc., 250 watts, unlimited, be denied.

WTJS, Jackson, Tenn. CP for change in frequency and power to 920 kc., 250 watts night, 500 watts LS, be denied.

WCOA, Pensacola, Fla. CP to change power from 500 watts to 1 Kw. be granted.

APPLICATIONS GRANTED

Albert Lea Broadcasting Corp., Albert Lea, Minn. CP for new broadcast station, 1200 kc., 100 watts, daytime.

Winona Radio Service, Winona, Minn. CP for new broadcast station, 1200 kc., 100 watts, daytime.

APPLICATION DENIED

Tri-State Broadcasting Co., El Paso, Tex. CP for new broadcast station, 1500 kc., 100 watts, unlimited.

Columbia Composers' Commission Reports on New Works for Radio

Deep in their plans and studies for compositions to be completed by June 1, members of the Columbia Composers' Commission, appointed last fall by CBS to write music specifically for the microphone, have just given a behind-the-scenes glimpse of their efforts in a series of "progress reports." William Grant Still, the Negro composer, has already submitted the first completed work, a program composition of 11 musical episodes for chorus, orchestra, and announcer entitled "Lenox Avenue."

The other members of the Commission include Aaron Copland, Louis Gruenberg, Howard Hansen, Roy Harris, and Walter Piston.

From Harvard University's Division of Music, Walter Piston tells of studies covering microphone technique, the grouping of instruments and other problems, and adds: "I have settled on a concerto for piano and small orchestra for my commissioned work. It is well under way, but I am unable to say how far on account of my method of working, in which I am prepared to throw aside quantities of material at any time."

From Chicago, Louis Gruenberg writes of his plans to experiment further in certain effects in Columbia's studios and concludes with: "I shall endeavor to write a short symphonic number which will fit radio purposes as well as concert uses."

From the Eastman School of Music in Rochester, Director Howard Hansen writes: "I had originally planned a full length four movement symphony as my contribution to the Columbia Commission. Since getting started on the work, however, I am afraid that it might be perhaps too long for practical purposes and I am, therefore, seriously considering the idea of taking two movements from it under the title of Andante and Scherzo. These two movements, which are already in fairly complete sketch from will, I believe, be particularly suitable for radio performance. This work will take, I believe, in the neighborhood of fourteen minutes. Later, of course, I hope to expand it to a full length symphony."

In New York, Aaron Copland reports: "I've started work on the Columbia commission. I'm doing a short work, possibly 10 minutes, to be called 'Radio Serenade.' My idea is a simple one; in the old days a composer who wrote 'serenades' addressed them to his beloved, who sat on a balcony. Nowadays, thanks to radio, a composer has the opportunity of 'serenading' the entire country. This is an irresistible idea—therefore my 'Radio Serenade'."

From Princeton, N. J., where he teaches at the Westminster Choir School, Roy Harris writes that he is well into the creation of his novel composition entitled "Time Suite for Radio" devised for a half-hour program. This work will be in six movements as follows: (1) Fanfare for Brass; Hymn—for strings, woodwinds, and horns; a gigue—with woodwinds and trumpets emphasized; a march for the entire orchestra; a chorale, and a double fugue for full orchesra.

Fur House Sponsoring 12 Live Shows Weekly

(Continued from Page 1)

worked out between Charles Cownie, president of the firm, Roy Flynn, president of the Lessing Advertising Agency, and Bill Ward, IBS salesman, is to plug the firm's 1937 Fur Coat Club, urging women to join the club now, paying small weekly or monthly dues. They select the coat now and it is stored free until next season by Cownie's.

To do the major portion of the selling to women, Dick Teela, high-voiced tenor, will be on KSO nine times a week, billed as a romantic personality to get the femme trade. He was formerly star of Chicago NBC's Breakfast Club. Hired with him on the programs are announcer Bill Spargrove and pianist Bill Baldwin. Three times a week Cownie's will use the hill-billy talent on the noon KRNT Hawkeye Dinner Time.

KRRV Tower Wrecked

Sherman, Tex.—A sudden gust of wind wrecked all but 20 feet of the 186-foot steel tower of Station KRRV, a few days ago.

Commentators Sparkle At Ad Club Luncheon

(Continued from Page 1)

sible for the event, acted as chairman. After telling a couple of lively anecdotes, he introduced a number of other leading lights, including Boake Carter, John B. Kennedy and H. V. Kaltenborn, describing each one as "America's foremost radio commentator, the man with the largest listening audience and the foremost moulder of public opinion." Each of the speakers made a brief and entertaining talk.

The new "Commentator Magazine," which was launched this month by Lowell Thomas and associates, came in for a good deal of mention by most of the speakers.

Golden Gloves Finals on WEAF

The New York City finals of the Golden Gloves boxing tournament will be described by George Hicks and Gene Hamilton in a broadcast over WEAF from 11:05-12 midnight on March 8. Champions later will meet those selected as the topnotchers in Chicago.

FIVE-YEAR LICENSE ASKED IN NEW BILL

(Continued from Page 1)

Green of Rhode Island and McAdoo of California, but FCC Chairman Prall, when approached, stated that such license fees, to be equitable, could only be collected upon the basis of income. Prall further assured Senator Byrnes, South Carolina, that the FCC would not authorize 500,000-watt superstations without most careful consideration.

In reporting on the new bill yesterday, the NAB Reports states: "There is no issue less controversial among our membership. Enactment of this bill would greatly increase the stability of the industry and would be in the public interest."

Anderson told RADIO DAILY he was confident his bill would go through. It is before the House Interstate and Foreign Commerce Committee.

ASCAP Committee Formally Elected

(Continued from Page 1)

stein, Jack Bregman, Walter Douglas, Saul Bornstein and Max Dreyfus.

Re-classification of their availability, sought by the Warner Bros., group of music houses, is still tabled at Warner request. Matter will be taken up again whenever the demand is made. ASCAP dividends of course are now based on the availability of the publisher member's catalog or works.

"Time" Skips March 4

March of Time will definitely be off the air March 4. Due to air at 10:30 p. m. over the CBS network, the show is being cancelled to allow President Roosevelt to speak to the Victory Dinners being held on that date throughout the nation. March 4 program was to have marked the completion of 6 years of broadcasting by the March of Time.

Coming Events

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 21-24: Seventh Credit Congress of Industry, Chicago.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 14 NEW YORK, MONDAY, MARCH 1, 1937 FIVE CENTS

Chevrolet Resuming Campaign

RAPID PROGRESS MADE ON MUSIC TRADE CODE

Fair trade practice code of the popular music industry, actual administration of which will be under supervision of the Federal Trade Commission, and which will have jurisdiction over alleged cases of radio artist bribery now extant, is making rapid progress, according to John G. Paine, chairman of the board of the Music Publishers Protective Association.

The request that those concerned in paying for some plugs on the air,

(Continued on Page 7)

Coronation Will Test Big-Scale Television

The first practical use of television on a large scale in connection with a public event will take place in May when televised broadcasts will emanate from the scene of the coronation procession in London. Broadcasts will be aired by British Broadcasting Corp.

Engineers are now working along the entire route of the procession laying wires that will connect machines on the spot with the company's Alexandria studio. It is reported that the venture will involve a huge expenditure by the BBC. Wires alone are costing $5 a yard.

WHDL, Olean, Increases Facilities and Sphere

Olean, N. Y.—WHDL, which has nine studios and 35 permanent remote points, increased its spot broadcasting facilities last week with the addition of a portable short-wave transmitter using the call W8XAB.

Special aviation broadcasts will be inaugurated by WHDL soon, using a 10-pound short-wave transmitter de-

(Continued on Page 2)

RCA Meet April 6

Annual meeting of RCA stockholders will be held at 3 p. m. on April 6 in the RCA Bldg.

The corporation had 242,614 stockholders on its books as of Dec. 31 last.

Number of employees in the RCA organization averaged 21,942 monthly for the past year, an increase of 12 per cent over 1935.

"Bank Night" on the Air

Pittsburgh—Theater bank night is moving in on local airwaves beginning today under the title disguise of "Curbstone Cash." The feature, to be broadcast weekly in front of Louis DeRoy's jewelry store, sponsor of the program, affords each listener possessing a numbered store coupon to win $5.44. Should no one claim the money during the first broadcast it will be added to next week's award. The affair will be handled by Walter Framer and Terry McGough.

CANADIAN SERIES SET BY IMPERIAL TOBACCO

Imperial Tobacco Co. (Sweet Caporal cigarettes), have signed for a series of 13 programs, with option for an additional 13, with the Canadian Broadcasting Network. Programs will be aired every Sunday, 5:45-6:30 p. m., over the net's 56 stations, and will emanate from CFCF, Montreal. Program will feature trans-atlantic pick-ups, a band, a choir, soloists and commentator. Ken Sisson, arranger for Al Goodman's orchestra, is the only American connected with the series. He will make all arrangements for the popular music heard on the show. Program was booked by W. Victor George, president of the Whitehall Broadcasting Ltd., Montreal and Quebec.

P. & G. Using Spots Over Upstate Stations

Procter & Gamble Co., Cincinnati (Crisco), is using WBS spot announcements over up-state New York stations, including WGY, WOKO, WABY, WSYR and WFBL. Ninety one-minute announcements will be used. Compton Advertising, Inc., New York, is the agency.

STATIONS PROFITING FROM COURT DEBATE

Hartford — Customers buying time to talk against the Supreme Court changes sought by President Roosevelt have placed WTIC on the list of stations throughout the country that are cashing in on the controversy. The 50,000 watter, an NBC affiliate, is selling every available 15-minute spot on its evening schedule to organizations opposed to court changes.

In addition to prominent Connecticut persons taking to the ether, organizations are also sponsoring the periods, such as Connecticut Economic Council, the Women Investors

(Continued on Page 7)

"Woman's News Parade" Set for Southern Net

Atlanta—"The Woman's News Parade" a new quarter-hour daytime program sponsored by the Columbia Baking Co. and presented over a network of 11 Southern stations, goes on the air this morning for a series of 65 broadcasts, Mondays through Fridays.

The program, a sequel to the popular "Highlights of Hollywood," conducted last year by Columbia Baking

(Continued on Page 2)

☆ THE WEEK IN RADIO ☆

. . . Five-Year License Bill—A Long Shot

By M. H. SHAPIRO

THE station owners' dream, a longer license period, came to the front in Washington when Congressman Charles A. Anderson of Missouri introduced his bill on Thursday asking for a five-year license term for stations . . . Question of license fees was raised in the Senate by Senators Green of Rhode Island and McAdoo of California. FCC Chairman Prall, however, stated that such a fee would have to be based on income . . . Chairman Prall also assured Senator Byrnes of South Carolina, that the FCC would not authorize 500,000 watters without the most careful consideration.

A.T.&T., through its subsidiary Electrical Research Products, sought all patents developed and to be developed by major film companies involving electrical communication of intelligence, including radio and television. These were the terms extended to film companies by ERPI as

(Continued on Page 2)

Spot Series Returns to 380 Stations March 8

Chevrolet, through its advertising agents, Campbell-Ewald Co., Detroit, has issued orders to over 380 stations for the resumption of the WBS spot radio campaign during the week of March 8. Series was suspended Jan. 4 because of the General Motors strike.

In the telegram sent out by Campbell-Ewald last month asking that stations discontinue broadcasting the Chevy disks, the agency asked the radio stations to interpret the order as a suspension and not as a cancellation. Hence the same list of stations that were on the Chevy schedule last month will be used.

It is also understood that all stations have a sufficient number of WBS transcriptions on hand for two or more weeks of broadcasting so no production or shipment problem is evident. Transcriptions are of quarter-hour duration and are broadcast two or three times weekly by most stations. Rubinoff and his Violin, Evelyn Case and Jack Arthur make up the talent in the series. Disks up to last month had been on the air continuously since April, 1935, when the Toledo strike forced an interruption.

At present Chevy is using a series of one-minute announcements on an unannounced list of stations which includes the watch-word, "Chevrolet Forges Ahead."

New NBC Coast Studios May Adjoin CBS Plants

West Coast Bureau of RADIO DAILY

Hollywood—NBC's new Hollywood studios are to go on a block adjoining the new site of the block long CBS studios, and Hollywood will have its

(Continued on Page 7)

Midnight Commercial

Omaha — Bill Baldwin, Evelyn Mason and Ida Gitlin, artists on the program known as "Out of the Night To You", sponsored by the Woodmen of the World Life Insurance Association and aired over WOW every Sunday at midnight for 30 minutes, are working on what is called "Grave Yard Hours."

Program originates from the Orpheum Theater.

RADIO DAILY

Vol. 1, No. 14 Mon., Mar. 1, 1937 Price 5 Cfs.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

18 Southern Stations Get WSB Disk Series

Schwob Co., Columbus, Ga. (clothing), tomorrow will inaugurate a new series of WBS quarter-hour transcriptions on 18 Southern stations. Disks will be broadcast once weekly. "Schwob-Built Silver Anniversary Party" will be the title of the musical programs. Stations in the list are WSB, WDOD, WSBC, WJDX, WMAZ, WQAM, WSFA, WCOA, WTOC, WTAL, WFLA, WMFJ, WBRC, WAGF, WJAX, WCOC, WALA and WDBO. James A. Greene & Co., Atlanta, placed the account.

Baseball Broadcasts

Syracuse, N. Y.—Although the final OK has not been given, WSYR expects to broadcast play-by-play accounts of some of the home games of the Syracuse Chiefs in the International League this season. Nick Stemmler will do the spieling again. Sponsorship alternates between Wheaties and Socony Vacuum Oil Co.

FINANCIAL

(Saturday, Feb. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	177½	176¼	177½	+ 1¼
Crosley Radio	25	25	25	+ ¼
Gen. Electric	61¼	60¼	61¼	+ ¾
North American	30	29⅞	30	— ⅛
RCA Common	11¾	11½	11½	....
RCA First Pfd.	77½	77¼	77¼	+ ⅛
Stewart Warner	19⅛	19	19⅛	....
Zenith Radio	37	37	37	....
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3¼	3⅛	3⅛	....

The Public Says:
IT'S METROPOLITAN MANIA
SPONSORS SAY:
IT SELLS MERCHANDISE
MARTIN BLOCK'S
MAKE BELEIVE BALL ROOM
WNEW FEATURE

☆ THE WEEK IN RADIO ☆

. . . Five-Year License Bill—A Long Shot

(Continued from Page 1)

a consideration for signing the proposed new agreement. Film execs are expected to demand a few changes before signing, but in the main the pact is expected to go through. ERPI, incidentally, has taken over $1,000,000 from radio via electrical transcriptions the past three years.

National Independent Broadcasters, Inc., group of low watters seeking national biz are in line for some good news after nearly two years of waiting—waiting as an organization. Patiently, and realizing that after all they weren't missing anything for the most part, and putting their trust in the veteran adman James O'Shaughnessy, who is general sales representative. O'Shaughnessy has had long experience and is shrewd in the way of advertising—all phases. He now sees an opening to get a goodly share of the national advertising now going to several thousand country weeklies. These weeklies derive upwards of $2,500,000 annually from national accounts . . . Federal Trade Commission got after alleged unfair trade practices of various television studios which offer courses for the gullible and their brethren.

Post Office Department in Washington was still looking over the Old Gold cigarette newspaper contest, said series involving tremendous monetary outlay in space. It was believed that if the routine investigation proved adverse and the contest was called a lottery, then radio would have to be used quickly in order to save the day. Not that radio is a subterfuge for a lottery . . . Similar contests in the past have always been given a clean bill of health . . . Advertising Federation of America set June 20-23 as the date for its 33rd Annual Convention, the place being Pennsylvania Hotel, New York.

Co-op. Analysis of Broadcasting reported that the most popular type of daytime program was the adult serial dramas . . . the report being based on info supplied by more than 161,000 radio homes located in 33 leading cities. Report gave detailed account of over 800 hours of commercial network broadcasting time and over 160 sponsored programs were analyzed according to 24 types, four income levels, four geographical sections and length of broadcast. Considerable other information was contained in the report . . . Ad agency got busy on the rights to the Braddock-Louis fight to be held in Chicago next June . . . Don E. Gilman, NBC West Coast chief, told the Los Angeles Advertising Club members that Hollywood would eventually equal or pass New York as a radio talent center.

Resignation of Samuel Becker, special FCC counsel in charge of the A.T.&T. investigation, brought out that the probe was coming to a close with radio and television being left out in the cold in so far as the investigation was concerned . . . However Becker stated that any probe regarding tele should be on the basis of it being an uncompleted art .

David Sarnoff, President of RCA personally held a press conference to tell music critics and radio editors about the forthcoming Toscanini series of 10 concerts starting sometime next December . . . RCA prexy was suffering from a slight cold, but stood up well under the questioning, both sound and silly, from members of the press, and alleged members—judging by the alarm in their ways of thinking.

Don Lee chain on the Coast made a deal to add four additional outlets to the system, arrangements consummated by Lew Weiss, general manager.

RCA reported 1936 net of $6,155,937, equal to 20.5 cents a share on the common stock; an increase of 20 per cent over the 1935 earnings. Gross for last year was $101,186,310, against $89,228,898 in 1935. Quarterly dividend of 87½ cents a share was declared on the $3.50 cumulative convertible first preferred stock.

WHDL, Olean, Increases Facilities and Sphere

(Continued from Page 1)

signed by the station's engineering staff. Russ Brinkley, chief announcer and a licensed pilot, will go to Buffalo to take the radio operator's examination.

WHDL has the first all-glass transmitter building in the U. S. and its new 308-foot radiator is one of the tallest self-supporting towers in New York State.

A brochure recently released by WHDL lists 360 advertisers for the year 1936. At present the station is conducting a letter contest with a big list of prizes offered for answers to the question, "Why Do You Like to Listen to WHDL?"

"Woman's News Parade" Set for Southern Net

(Continued from Page 1)

embraces three topics, "Women In the News," "Fashion Trends" and "In Movieland."

Details of the program were worked out by the Freitag Advertising Agency of Atlanta. Stations using the programs include WBT, Charlotte; WDAE, Tampa; WTOC, Savannah; WIS, Columbia; WFBC, Greenville; WDBO, Orlando; WSB, Atlanta; WBIG, Greensboro; WRUF, Gainesville; and WJAX, Jacksonville.

NBC Artists Marry

Marge Morin of the Morin Sisters Trio and Bob Casey of the King's Jesters Orchestra, both NBC artists, were married Saturday in Chicago.

COMING and GOING

JACK ALICOATE, publisher of RADIO DAILY, sailed Saturday from New York on the Santa Elena for Los Angeles, to look over the radio situation there.

LEON BENSON of the Paramount press book department left New York lasf week for Hollywood, where he will assist on the new Paramount NBC radio program, "Paramount on Parade." Benson at one time was with the Crosley Radio forces, writing scripts and doing production work on WLW, and originating network commercial programs on the side.

PAUL WHITE, of the CBS special events department, and BOB TROUT, announcer, leave New York shortly for England to complefe preparations for broadcasting the Coronation.

VICTOR RATNER, CBS sales promotion director, attended the White House Correspondents' Dinner in Washington last Safurday.

HENRY CHRISTAL of Edward Petry & Co., Station representatives, has left for a winter vacation.

WILLIAM S. PALEY, president of CBS, refurns to New York early this week from the coasf.

ARTHUR J. KEMP, Eastern local sales representative for the CBS Pacific Coast Group, left for Los Angeles and San Francisco yesterday on behalf of the local Radio Sales Inc. office. Kemp stops over in Chicago. He expects to stay on the West Coast for about two weeks before returning East.

A. L. MILLER, account executive of Erwin, Wasey & Co., with MRS. MILLER, sailed on the French liner Paris Saturday for Plymouth and Havre.

S. Q. NOEL, president of First National Television, Inc., operators of radio Station KXBY, Kansas City, is on a business trip to New York and Washington. Noel will be gone for two weeks.

MR. and MRS. FRANKLIN E. QUINN of New York have left on the Oriente for a month's honeymoon at the National Hotel, Havana, Cuba. Quinn is advertising manager of the Philco Radio & Television Corp. in New York.

JACK BERTELL refurned to New York from Florida yesterday.

MURRAY ARNOLD, WIP publicity director, arrived in New York to discuss Inter-City network exploitation plans with AL ROSE. Returned to Philadelphia the same day.

FRITZ REINER, symphony conductor, arrives on the Berengaria tomorrow. He will lead a series of air programs and then return to Covent Garden and the Coronation. C. F. NIELEY, vice-president of American Tobacco Co., arrives on the same steamer.

Childs Co. Restaurants Going on Air March 5

Childs Co., New York, (chain restaurants), will start a series of programs on WOR beginning March 5, using the 7:15-7:30 p.m. spot on Mondays, Wednesdays, and Fridays. Program will emanate from Childs Spanish Garden Restaurant on 59th Street with Ted Mack and his orchestra as the talent. In addition to conducting the orchestra, Mack will take a hand-microphone among the patrons for informal chats about the weather, how they came to eat in the restaurant, etc. Ruthrauff & Ryan, Inc., New York, has the account.


Leo Says
TONIGHT'S BEST BET:
Broadway Melody Hour
with Col. J. C. Flippen
8:00 to 8:30 p.m.
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

COMMENTS
On Current Programs

Universal Rhythm

Addition of Countess Olga Albani to Rex Chandler's Universal Rhythm, heard over the NBC-Blue at 9 p. m. Fridays, has built up the program quite a bit. The countess, after a too-long absence from the radio, has returned in great vocal form. Other members who helped to make Friday's show an entertaining affair were the Landt Trio and the Caroleers, not forgetting the Chandler orchestra.

Twin Stars

There was a lot more life in the Twin Stars program emanating from the coast over the NBC-Blue net last Friday. The troupe seemed to have recovered from the temporary loss of Buddy Rogers, whose orchestra is being guest-conducted by Lou Kosloff. The show started off with zip, the comedy of Victor Moore and Helen Broderick was a lot funnier, and the singing of Mary Martin hit the right spot. An added comedian, who sounded like Billy Gilbert, contributed generously to the amusement.

Hollywood Hotel

With George Burns and Gracie Allen guest-starring, last Friday's Hollywood Hotel show was somewhat livelier than some recent editions of this west coast airing over the CBS net. Besides the typical nonsense dispensed by Burns and Allen, there was singing by four types of voices, a bit of chatter with Hal Roach about the Santa Anita race, and a tabloid preview of a new film with Barbara Stanwyck and Joel McCrea.

Kraft Music Hall

Josephine Tumina, operatic soprano, pinch-hitting for Mary Garden, who was stricken by flu, did herself credit on Thursday night's Kraft Music Hall program over the NBC-Red network from the coast. She has a clear, ringing voice, and apparently a nice personality. Two of Emcee Bing Crosby's other guests, James Cagney and Sidney Skolsky, registered rather weakly over the air. But there was enough of the crooning Crosby and the bazooking Bob Burns and other help to keep the program pretty well up to its usual standard.

Vallee's Varieties

Rudy Vallee's distinguished guest of his last Thursday program at 8 p. m. over the NBC-Red network, Hillaire Belloc, the noted English writer, did not come over the air very effectively. It could be ascertained by strained listening that Belloc had some witty and some meaty things to say, but his voice did not have mike quality. Much better was the dramatic skit in which that sterling cinema actor, Jean Hersholt, played the chief role. And there was delight in the vocal work of Jean Sablon, a French version of Bing Crosby. Sablon has a persuasive flavor in his crooning. He ought to win plenty of friends. Edgar Bergen, the ventriloquial exponent, also was good.

Terry and Jerry

Heard over WNEW at 8 p. m. on Wednesdays, the Terry and Jerry series is performed by a couple of players who will bear watching. They are Tonia Lawton, a Broadway newcomer who made her bow recently as Terry, and Douglas Warren in the role of Jerry. The little skits they do in this series are more or less in the beaten path of boy-and-girl episodes, but Miss Lawton and Warren give them an unusual amount of life and feeling.



"JUNIOR G MEN"

Fischer Baking Company (Buttercup Bread)
WOR Mondays, Wednesdays and Fridays, 6:30-6:45.

EXCITING CROOK SERIAL DRAMATIZING REPORTS OF YOUNG SLEUTHS.

This is a program calculated to thrill the 13-year-olds and the adults who still retain a love of adventure. The episodes are based on reports submitted by the Junior G Men, an organization of more than 300,000 young boys living in and around New York City who are pledged to inform officials of suspicious occurrences. The crime does not pay idea is emphasized from the initial sounding of the police siren through the explanation that follows it to the thrilling moment when the culprit is taken. The Friday broadcast, "The Man on the Inside," featured Junior G Man Lester Lonigan and an excellent supporting cast of youngsters. The suspense was nicely maintained until the well-known moment of reckoning. Donald Peterson is the producer.

"VOICES FROM OTHER LANDS"

Sustaining
WNEW, Thursdays, 8:45-9 p. m.

TIMELY INTERVIEWS WITH STUDENTS FROM VARIOUS COUNTRIES ON TOPICAL QUESTIONS.

Larry Miers, for some years foreign cable editor of International News Service, plays the role of interviewer in this six-week series in which students from different foreign nations are given an opportunity to discuss topics of important timely interest. The Intercollegiate Branch of the New York Y. M. C. A. is sponsor of the programs, and a chap from India was the lead-off interview subject, with representatives of China, Japan, Alaska and other countries to follow. It sounds like a worthwhile little series, interesting and conducive to better international understanding.

"HOUSE THAT JACK BUILT"

Duff-Norton Mfg. Co.
NBC-owned and operated stations, Fridays, 7:45-8 p.m.

FAIRLY DIVERTING ORGAN AND MUSICAL PROGRAM WITH POSSIBILITIES.

Walker & Downing, Pittsburgh

Employing guest artists, with Alexander Gray and Lois Miller as the initial stars, this program has possibilities of being a bright quarter hour, although the first show was not wholly up to its potential standard. Alexande Gray did fine with his renditions of "Why Do I Love You" and "Play, Gypsy," while Miss Miller played the organ and also vocalized.

☆ "Quotes" ☆

"It has been reported to me that a lot of bands are imitating my style. The more bands that imitate me, the more popular I will become. Imitation is not only the sincerest form of flattery, it is also the most profitable. Band history has proven that no imitator ever got very far, so why worry?"—HAL KEMP.

"The man doesn't live who is competent and prepared to broadcast television. The job calls for a combination of talents that haven't been developed yet. He would have to know radio production, movie technique, be enough of an artist to know how to frame his pictures artistically, and in a hurry, and be a master of technicalities 100 times more complicated than those in broadcasting."—DON E. GILMAN.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

RADIO STATION!
AUDITORIUM!
DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

RADIO goes to the opera....with two of Victor Arden's lasses vocalizing at the Met....Muriel Dickson and Natalie Bodanya both warbled in Thursday night's presentation of "Clandestine Marriage"....the latter in a starring part....the gal was extraordinary....Another ether-lark....Lucy Monroe....could give the nod to Philly opera offer....she'd have to decide to omit broadcasts....Three blue-bloods of theater and radio ....Ethel Barrymore, Helen Hayes and Beatrice Lillie (Lady Peel, to you) serving as judges on Daily Eagle Personality Poll....Meri Bell...."Five Star Revue" chanteuse....posing for fashion shots in Central Park the day of the blizzard....her Rue de la Paix spring tailleur silhouetted against St. Moritz winter sports background.....Audience at "Fashion Show of the Air"....one-time La Salle sponsored program.....consisted of breathless femmes with a yen to see Elizabeth Arden and her complexion....

▼ ▼

Elephants never forget....to do their chores....is what Adele Nelson, ex-vaudevillian, will impart on Sunday's "We the People"....She'll tell of how she acquired pachydermous pets in Ceylon....made domestics of them without benefit of every other Thursday off....According to Phillips Lord of the same program ten men want spots on "We the People" broadcasts to one of the sex called show-off....Singing Sally Singer of the Krueger show began her vocalizing on a Lake George showboat....Census addenda! WOR Sales Manager Bill Gellatly is parent to a new gal-child....Ditto Ruby Entler, supervisor of CBS mimeographic department....Tim and Irene premiere for "Admiracion Shampoo" first week in April, with Bunny Berrigan's ork ....They'll make two transcriptions for "Norge."

▼ ▼

"Busiest woman in the United States" title-holder is Mrs. Kathryn L. Dicks....station agent of Nickel Plate Road of Buckland, Ohio....car checker, switch tender, baggage handler and crossing watchman....who'll rest from her labors when she tells the bridge-playing crowd how she does it....on March 15, for "Heinz Magazine of the Air".

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● The J. P. Muller agency holds a ninety-day option on the services of Dizzy Dean, obtained by Jack Kofoed down in Florida....Dizzy will be spotted on a two- or three-a-week program for either an oil or gas concern during the ball season....Kofoed is preparing the scripts now.....Plan is to pick up the hurler from cities the team plays....Sponsors will be set this week....Same agency has the contract on Jimmie Braddock and are trying to sell him for a three-times-a-week show up until his Louis bout, hoping that the same sponsor will also take the fight airing....Ralph Kirbery, the Dream Singer, purchasing a farm in Northern Jersey as a retreat....Jean Paul King, the word-slinger, jostled around in a taxi collision, between the Jessica Dragonette rehearsal and the Myrt & Marge etherization....a truck got the cab on the right and another taxi made certain to hit the left....Paul Yawitz, former columnist for the Sunday Mirror, and now receiving big money from RKO pix, considering radio offers on the coast....Matty Rosen down with a mysterious malady.

● ● ● *CBS musicians enjoying their rest room in the Seventh Avenue studios because of the view it provides....Same studio has the best organ of the web with Fred Holmes designated to care for these pipes....NBC will carry the "Play Ball" of the American League from Washington April 19, when the Senators meet the Athletics....F.D.R. will be the star-pitcher....Dave Apollon appointed a Texas Ranger by Gov. James V. Allred....Sheila Barrett, now in Detroit at the Athletic Club, will double at the Fox Theater there next week....She's also slated for the Saturday Night Party the 13th.*

● ● ● Doris Blake, the "Advice to the Lovelorn" columnist, preparing herself for an air show, which may be sponsored by a beauty cream manufacturer....Jules Nassberg asking people the price of kiddie-cars....Frank Parker celebrates his 10th year on the air this week....Earl McGill, CBS casting director, picks his horses a la "Oi-win" (blindfolded)....Corinna Mura, Spanish singer at the Palmer House in Chi, rushing to New York in answer to an agency call for audition....Tip to musicians: If you want a unique sound from the bass fiddle, place a sheet of paper between the strings and play naturally....Phillips H. Lord did not reveal the course of his three-week vacation to anyone....Because he appeared on the Magic Key with scenes from his play, George M. Cohan will not do a shot on the Bandwagon....Margaret Sullavan in "Stage Door" will be substituted. Sylvan Taplinger will handle the program with Ted Collins.

● ● ● *A Broadway producer refused to allow Harry Hershfield to review his show via the air a night after it had opened, claiming that the damage had been done by the drama-destroyers in the papers and Hershfield would only be adding salt....Ricardo cigars heard two CBS auditions last week....they were "Make Believe," a sustainer with Bill Perry and Ruth Carhart....and Irene Beasley with ork and a commentator....Both were half-hour try-outs....Bill Bacher will do another few Al Jolson shows....John Mayo, formerly FDR announcer, down in Knoxville heading the Scripps-Howard station there....The Press Photographers Ball will not be aired....This action is taken to avoid embarrassment to the guest stars whose contract commitments forbid appearance via strange mikes.*

PROGRAM ☆ IDEAS ☆

What Local Stations Are Doing

Theater-Radio Hookup

A NEW and unusual program hits the air over WMT, Cedar Rapids-Waterloo, six times a week for 52 weeks with local Paramount theater sponsoring the show. Program is known as the "Movie Man" with Bill Brown, WMT announcer, emceeing the show. Feature originates in the lobby of the theater and is really packing them in.

Showmanship angles enter in from every source with Anne Oakleys and personally autographed pictures being given to all who take part in the broadcast. Thirty-five different questions concerning movie stars are used on each broadcast with tickets being given to those who send in questions used on the show.

"Movie tests" are given by having audience read commercials and act portions of films showing at the theater.

A "Music Memory" contest is held in conjunction with the movie man show. Numbers in current pictures showing at the theater are played in the lobby, with free tickets for those who send in the list of numbers played.

Show is proving to be one of the most popular features heard over WMT. John Grier, manager of the Paramount, reports box office pull much improved since taking on the "Movie Man" broadcast.

New Programs on KTUL

Tulsa, Okla. — "Pickmore Movie Pictorial" is a new program over KTUL, sponsored by Froug department store. "Movie Pictorial" is a regular United Press news feature—the "Pickmore" being the store's trade name for its ready-to-wear.

Local Tulsa men's clothing store has adopted a new advertising with a feminine appeal predicated on the fact that the feminine influence sells the largest amount of men's wearing apparel. A radio program "Women in the News Today," a regular United Press news feature, starts tomorrow for S. G. Holmes & Sons over KTUL.

WSYR Job Clinic

A recent idea in audience participation programs will be tried out on Sunday afternoons over WSYR, Syracuse. The scheme is a free unemployment bureau, with six jobless persons telling their stories to prospective employers. Set for a half-hour on Sunday afternoons, the venture is sponsored by the Wesley Furniture Co. and is being directed by Dan Dwyer.

MCA Signs Arthur Boran

Arthur Boran, the CBS mimic-comedian, has just been signed by the Music Corporation of America for a period of one year.

AGENCIES

FRED H. WILSON of Arthur Kudner, Inc., New York, has been appointed Chairman of the Committee on Mechanical Production of the American Association of Advertising Agencies. Members of the committee include: John F. Aldinger, Young & Rubicam T. J. Carnese, Benton & Bowles; G. B. Dearnley, McCann-Erickson; Ernest Donohue, Batten, Barton, Durstine & Osborne; G. Finley, Federal Advertising Agency; W. T. Geller, Ferry-Hanly Co.; Charles G. Ickrath, Newell-Emmett Co.; S. A. Levyne, Joseph Katz Co., Baltimore George W. Speyer, J. Walter Thompson Co., Chicago; V. Spiegel, Lord & Thomas, and A. A. Thomas, J. Walter Thompson Co.

HY McKEE, former radio director of Cecil, Warwick & Cecil, sailed last Friday for a month's cruise. His resignation at the agency became effective the same day. McKee has announced no plans for the future.

DON STAUFFER, Young & Rubicam radio executive, has returned from his western vacation.

TINY RUFFNER of the Benton & Bowles Agency is very busy with steamship folders, planning a trip to England for a month. Date for departing not set.

FRANKLIN D. CARSON, for 12 years with Marshall Field & Co., has been appointed advertising manager of the Glass Container Association of America, for which the U. S. Advertising Co., Toledo, is agency. Large radio campaigns are planned.

Readying New Serial

Gene Stafford, copy chief of Langlois and Wentworth and writer of Columbia's "Treasure Adventure of Jack Masters" series, is readying a new serial called "The Girl From Reno." Series will run in weekly half hours.

Gets Break at Last

Florence Starr, a Dixie girl who has been singing since she was 2½ years old, gets her first coast-to-coast break tomorrow as Johnny and Dotty's "deserver" on the "Listen to This" program over the Mutual net.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS GRANTED

WTRC, Elkhart, Ind. Mo of license to change time of operation from simultaneous day, share night with WLBC to unlimited.

WKBW, Buffalo, N. Y. CP to move transmitter locally and employ radiating system of WGR.

WGR, Buffalo, N. Y. Mod. of CP to move transmitter locally and change antenna system.

WFOY, St. Augustine, Fla. License to cover CP as modified; 1210 kc., 100 watts, unlimited.

KROC, Rochester, Minn. Renewal of license for period Dec. 1, 1936. to June 1, 1937. 1310 kc., 100 watts, unlimited.

Charleston Broadcasting Co., Charleston, W. Va. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 5 watts.

WJAC, Johnstown, Pa. License to cover CP; 1310 kc., 100 watts night, 250 watts day, share time with WFBG.

RENEWALS

The following stations were granted renewal of licenses for the regulation period: KFEL, Denver, KFKA, Greeley, Colo., KFRU, Columbia, Mo., KUSD, Vermillion S. Dak. KVOD, Denver, KWTO, Springfield, Mo., WCOC, Meridian, Miss., WDAF, Kansas City, WELI, New Haven, WFIL and auxiliary, Philadelphia, WFMD, Frderick, Md., WICC Bridgeport, Conn., WIS, Columbia, S. C., WJAX, Jacksonville Fla., WLBZ, Bangor, Me., WMC and auxiliary, Memphis, WORL, Boston, WOSU, Columbus O., WQAM and auxiliary, Miami, WSUI, Iowa City, Iowa, WREC, Memphis and WSVA, Harrisburg, Va.

The licenses of the following stations were extended on a temporary basis only, pending receipt and action on applications for renewal: KGBU, Ketchican, Alaska, WGHS, Charleston, W. Va., WJAY, Cleveland, WLBL, Stevens Point, Wisc. WPHR, Petersburg, Va., WSYR-WSYU, Syracuse, KGFG, Oklahoma City, WRPR, Ponce, Puerto Rico, KFUO, Clayton, Mo., and KSEI, Pocatello, Idaho.

SET FOR HEARING

Galesburg Printing & Publishing Co., Galesburg, Ill. CP for new broadcast station; 1500 kc., 250 watts daytime only.

W. W. Luce, Fort Lauderdale, Fla. CP for new broadcast station; 1050 kc., 1 KW. unlimited.

Dan B. Shields, Provo, Utah. CP for new broadcast station; 1200 kc., 100 watts, unlimited.

Northwest Research Foundation, Inc., Seattle. CP for new special b/c station; 1530 kc., 1 Kw., unlimited.

T. E. Kirksey, Waco, Tex. App. for CP amended to request 930 kc., 250 watts night, 500 watts daytime, unlimited.

KUOA, Siloam Springs, Ark. Mod. of license to change frequency from 1260 to 620 kc. and increase power to 5 Kw.

Clarence A. Berger & Saul B. Freeman, Coeur d'Alene, Idaho. Amend application for CP to request 1200 kc., 100 watts daytime only.

F. W. Berton, Coral Gables, Fla. CP for new broadcast station; 1420 kc., 100 watts, unlimited.

Roberts-MacNab Co., Bozeman, Mont. Amend application for CP to request 1420 kc., 100 watts night, 250 watts day, unlimited.

C. P. Sudweeks, Spokane. CP for new broadcast station; 950 kc., 500 watts night, 1 Kw. day, unlimited.

WBZA, Boston. CP to move transmitter, studio and install new equipment and directional antenna, change freq. to 550 kc., change time of operation from 1 Kw. night and day when synchronized with WBZ to unlimited.

New Band for Benny

When Jack Benny airs his Jell-O programs from New York the next three weeks he will be without Phil Harris and his orchestra. Young & Rubicam, agency handling the show, have been advised that Harris will be unable to leave the coast because of previous film committments. Kenny Baker may also miss the first New York broadcast for the same reason. Benny and the remainder of his cast leave for New York tomorrow night following Benny's guest appearance on the American Can broadcast. No band has as yet been picked to substitute for Harris.

Signs Library Service

Latest additions to the WBS library service client-list include WSGN, Birmingham, and four South African stations located in Capetown, Johannesburg, Durban and Grahamstown.

Roosevelt Talks March 9

President Roosevelt will give his eighth "fireside chat" to the American public on March 9, 10:30-11 p.m., via the combined CBS, NBC, and Mutual networks. Inter-City Broadcasting System expects to carry the broadcast but plans are indefinite pending arrangement of its own pick-up of the President's talk. As in the past numerous independent stations will tie-in with the networks for the duration of the President's message.

Dragonette in Story

Jessica Dragonette will have an original musical love story, "Street Song," for her Palmolive Beauty Box Theater show Wednesday evening over the CBS net at 9:30 p. m. The playlet gives her a chance to sing several favorite songs.

GUEST-ING

GERTRUDE BERG has been signed by Herman Bernie to appear on the Ben Bernie broadcast for American Can on March 16.

IAN HUNTER and the Mauch Twins, in scenes from "Penrod and Sam," will be on the "Hollywood Hotel" hour over CBS on March 12.

GREGORY RATOFF, Hugh Herbert, Doris Nolan, Mischa Auer and Ella Logan are booked for "Hollywood Hotel" on March 19.

JANET GAYNOR and Fredric March do scenes from "A Star Is Born" on the March 26 "Hollywood Hotel."

HOWARD HUGHES, aviator and former film producer, will be guest speaker of the Advertising Club of New York at its March 4 luncheon, aired over WMCA and WOR.

IRENE PURCELL, Broadway actress, is the guest of Crosby Gaige on today's "Kitchen Cavalcade" over the NBC-Blue Net this morning.

GEORGE JESSEL returns to the west coast in time to appear as a guest on the Jack Oakie program March 9. Show is aired over the CBS net. 9:30-10:30 p.m.

ADOLPHE MENJOU makes his second apearance with Ben Bernie on March 9 over the NBC-Blue from Hollywood.

FREDERICK JAGEL, Met singer, will be with Ed Wynn on March 6 over the NBC-Blue.

MARY GARDEN, ill last week, and Frddie Bartholomew and Mischa Auer are to guest on Bing Crosby's March 4 show over the NBC-Red from the coast.

GEORGE RAFT, Capt. Eddie Rickenbacker and Susanne Fisher will be among Joe Cook's Shell Show guests over the NBC-Red on March 6.

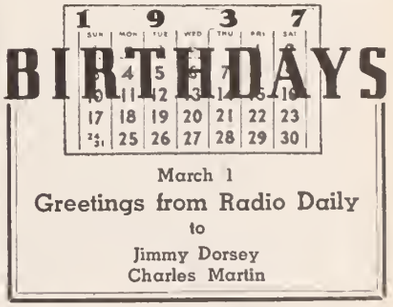
MYRA HESS, pianist, is the March 7 guest of the Ford Sunday Evening Hour, over CBS at 9 p. m.

Singing Canary with Band

Pete the singing canary bird, who warbles "Yankee Doodle," is scheduled to appear with the U. S. Marine Band tomorrow afternoon at 3 o'clock over the NBC-Blue net from Washington.

Nellie Revell Returning

Nellie Revell returns to the air March 9 at 5 p. m. in Nellie Revell Interviews, quarter-hour program over the NBC-Red network.



March 1

Greetings from Radio Daily

to

Jimmy Dorsey
Charles Martin

☆ Chatter ☆

HARRY W. FLANNERY, daily news commentator on KMOX, St. Louis, in his program "Views On News," can count a successful part in at least one effort for civic betterment in St. Louis. Two years ago, he began to campaign for a reduction of the smoke volume in St. Louis. The people of the city had been talking about the evil for years. Flannery began to campaign for action. Now the campaign has already brought about a new ordinance that increased the number of smoke inspectors, required installation of approved equipment in all large buildings and factories and the use of "washed coal" in industrial plants.

Angus Pfaff, chief announcer for WJBK, Detroit, suffered a broken collar bone in a fall from a horse— after announcing from a tightrope 60 feet in the air a week ago without difficulty.

Gail Abbeys of the "Smoothies" program over WWJ, Detroit, has been called to Flint on account of the illness of her mother. The program is off the air for the time being.

Walter Haas, Publicity Director of WDRC, Hartford, will return from a two weeks' vacation in Florida on Wednesday.

WTIC, Hartford, announces a new commercial, sponsored by Hartford Light Co. on Sundays, 4-4:30. Moshe Paranov, conductor and dean of the Hart Music School, will present orchestral music, supplemented by a male chorus of eight.

Portia Cuttino has resigned her position as reception secretary at WIS, Columbia, S. C. She has been with the station since July, 1936. Miss Cuttino plans to enter the real estate office of her father in Sumter, S. C.

Briefs from WICC, Bridgeport: Hugh Shields adds a five minute discussion bit on "Our Times" to his Wednesday 7:15 p. m. broadcast of Sense and Nonsense . . . Adah Smith Alison added as accompanist and pianist to Dolores Hanford's Song Shop which shifts from the present Thursday period to Wednesdays at 5:30 p. m. . . . Wallingford's Elsa Hemenway programs her "Piano Miniatures" at 4:30 p. m. on Wednesday afternoons.

Lester E. Cox, vice-president of KCMO (Kansas City) is expected to return early next month from a four-week boat trip through the Panama Canal and up the west coast.

Norris West and Joe Gottlieb have take nover most of the production jobs on the dramatic shows now produced at WCAU, Philadelphia.

"Jolly" Jack Yager, sponsor of the Cedar Valley Hillbillies, over WMT, Cedar Rapids, and long connected with the show, has decided to take a rest from active duties, leaving the program up to Bert Puckett, Dad, and all the boys. Hereafter Jack will devote his time to the Saturday show. All of the programs come direct from Yager's store.

Roger Wheeler, the script writer for WEEI, Boston, is the author of many radio plays. He furnishes the script for the Campana Little Theater of the Air regularly. Next summer Wheeler will give a course at Emerson College on radio playwriting.

Art Shepherd, WMT's "Question Man," is the father of a six-pound baby daughter, Judith Ann.

Larry Vincent, exponent of the modern rhythms, moved in to the 11 p.m. period at WCAU, Philadelphia, when Alen Scott left for a vacation on Florida's shores. Vincent, a new addition to the late evening programs at WCAU, came to Philadelphia recently from the Columbia network in New York.

Bill Dyer of WCAU, Philadelphia, will postpone his trip South so he may attend the Baseball Announcers Convention to be held in Chicago or Miami during the latter part of March. This Convention will draw sports announcers from coast to coast and will include representatives from more than fifty cities that are broadcasting baseball games.

Sam Serota returns to WIP to air the newspaper funnies for the Philadelphia Evening Ledger.

Foster May, WOW's well known "Man on the Street" and news commentator, left Omaha last week for a three-week vacation motor trip to Mexico City He is accompanied by Mrs. May During his absence, Harry Burke, program manager of WOW, will serve as news commentator.

Joseph DeOtto, WWSW (Pittsburgh) organist and production man, moved to WCAE as staff organist. Ed Scatterday, WCAE engineer, moved to WOR, Newark.

John J. Davis, Pittsburgh actor, joined WWSW as staff announcer.

Wini O'Keefe, casting director of Langlois and Wentworth, has added Marshall Bradford of "The Masque of Kings" cast as a member of the "Front Page Drama" players. Bradford's voice will be heard on the air for the first time this week over 236 stations.

James Vincent, for 30 years connected with the theater and motion pictures, will be the speaker for American Plays Ass'n tomorrow at 11:45 a. m. over WBNX, the Bronx. He will talk on the Dickstein bill.

Warren Stokes interviewed Mrs. Wallace Reid, who will supervise the forthcoming Monogram picture, "Paradise Isle," over KEHE last night.

Duart Creme of Milk gave a series of luncheons last week to beauty and radio editors. Howard Williams, advertising manager, played host.

RADIO PERSONALITIES

No. 8 in the Series of Who's Who in the Industry

ALFRED J. McCOSKER, president of the Bamberger Broadcasting Service, Inc., chairman of the board of the Mutual Broadcasting System, Inc., and vice-president of Radio Quality Group Service, Inc. One of the few men that have graduated from the newspaper ranks to an executive position in radio. Used same tactics at WOR as he did as editor. Soon elevated to station director and general manager. First to inaugurate the "spot" feature type of broadcasts and to install remote control lines in almost every possible source of such programs. Served two terms as president of the National Association of Broadcasters, being elected in 1932 and re-elected the following year. Served on executive committee of the NRA in 1933, having been appointed to that position by President Roosevelt. Was the first radio executive to be appointed a member of the board of directors of the Advertising Federation of America. Spends plenty of hours at his desk, but occasionally takes time off to attend the meetings of one of the innumerable clubs to which he belongs.



First to Inaugurate Spot Features .....

ONE MINUTE INTERVIEW

"I hope that radio will beckon more to concert singers and maintain the same ratio of musical progress that was achieved last year. The audience a radio artist plays to is often more intelligent and critical than the movie-goer. The latter may stay away from the theatre, while the former has his pick at his fingertips."

New Accounts

Renewals

NBC

PROCTER & GAMBLE CO., Cincinnati (Ivory snow), through Compton Advertising, Inc., New York, STARTS "Life of Mary Marlin" on 8 NBC-Blue stations (WJZ, WBZ-WBZA, WHAM, WBAL, WSYR, WXYZ, WLW), Mondays through Fridays, 5-5:15 p.m., on March 29.

CBS

J. B. FORD & SON CO., Wyandotte, Mich. (cleaner, through N. W. Ayer & Son, Inc., New York, STARTS "A Page From Your Life" on 11 CBS stations (WCAU, WJAS, WHK, WKRC, WADC, WBNS, WHIO, WKBN, WCSH, WWVA, WJR), Tuesdays, Thursdays, Saturdays, 2-2:15 p.m., on March 2. WEEL, WPRO, WDRC, WORC, WMAS will be added to the network on March 13.

NASH-KELVINATOR CORP., Detroit (refrigerators), through Geyer, Cornell & Newell, Inc., New York, STARTS "Prof. Quiz" on 55 CBS stations, Saturdays, 8-8:30 p.m., on March 6.

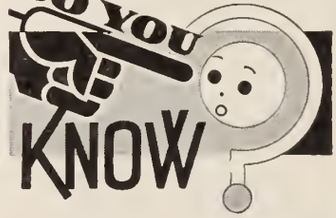
MBS

MENNEN CO., Newark shaving cream), through H. M. Kiesewetter Advertising Agency, Inc., New York, RENEWS "Famous Jury Trials" on 4 MBS stations (WOR, WLW, WGN, WAAB), Mondays, 10-10:45 p.m., effective April 12.

NORTH AMERICAN ACCIDENT INSURANCE CO., Newark, through Franklin Bruck Advertising Corp., New York, STARTS "Gabriel Heatter" on 3 MBS stations (WOR, WGN, CKLW), Sundays, 9:30-10 p.m., on Feb. 21.

MBS

MACFADDEN PUBLICATIONS, INC., New York (True Detective magazine) through Ruthrauff & Ryan, Inc., New York, renews "Mystery Stories' on 2 MBS stations' (WOR, WLW), Tuesdays, 9:30-10 p.m., effective March 9.



Although television in this country is still in the experimental stages, the Federal Communications Commission has granted 20 station licenses to date, for experimentation. Four of them are portable. Of the 20 licenses, NBC and RCA each have three.



ON Sunday afternoon programs from WWVA, Wheeling, two professors vie for the radio audience. From 4 to 4:15 Professor Brainbuster is presented by the Reichart Furniture Co. and makes 19 statements on the air. He asks the radio audience to write in telling him whether the statements are correct or incorrect. Prizes are awarded listeners who have the nearest perfect score and an additional prize is given listeners who send in statements used on subsequent broadcasts. Professor Blumenberg is one of the musicians in a new series of programs known as "Meditation," presented 4:15-4:30 by the Bertschy Memorial Mortuary of Wheeling.

"We Are Four," which will be sponsored by Libby, McNeil & Libby over WGN, Chicago, and the Mutual network starting Monday, boasts one of the largest permanent casts in radio. Program is directed by Edward Smith, producer of "Painted Dreams" and "Bachelor's Children."

Izzy Ginsberg acts as master of ceremonies on the only program on any station which originates within a pawn shop, known to WMT (Cedar Rapids) listeners as "Izzy on the Air," and heard every Monday through Friday at 2:00 p.m. Accordion music as only Izzy's boys can play it is to be featured on the show.

WHK, Cleveland, has contracted to broadcast games of the Cleveland Baseball Club again this season, announced H. K. Carpenter, manager. Jack Graney, former Cleveland Indiana left fielder, will be at the mike.

"Day Is Done" program over WBNS, Columbus, with Geer Parkinson at the organ, and Adrian Fuller, of the Columbus Dispatch editorial staff, with word pictures of scenes and events woven from his world travels, has been lengthened to a half hour daily, starting at 11 p.m. Included in the re-arranged program is the music of "The Humming Birds," girl trio. Program is sponsored by the Dispatch.

The Voice of Southland, one of the oldest and most successful studio programs of WFAA, Dallas, will be heard on Monday evenings at 8 instead of Tuesdays as in the past. Program is sponsored by the Southland Life Co., with Clarence E. Linz as master of ceremonies, and Hyman Charninsky, orchestra conductor.

"Vanda," recently of the West Coast and Houston, is filling a sustaining spot over WSMB daily for 15 minutes, featuring poetry and organ work.

NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney, Washington, D. C.

2,071,382. Electron discharge device. James R. Balsley, La Canada, Cal., assignor of one-half to Frank L. A. Graham, San Marino, Cal.

2,071,398. Radio receiver. Walter A. Frantz and Paul D. Kendall, Cleveland Heights, O.; said Kendall assignor to said Frantz.

2,071,423. Ultra high frequency oscillation generator. Pierre H. A. Nordlohne, Eindhoven, Netherlands, assignor to RCA.

2,071,515. Electron Multiplying device. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.

2,071,516. Oscillation generator. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.

2,071,517. Multipactor phase control. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.

2,071,522. Thermionic cathode. Harold Heins, Dorchester, Mass., assignor to Raytheon Production Corp.

2,071,564. Cycle variable frequency oscillator. Alexander McLean Nicolson, New York, assignor to Communications Patents, Inc.

2,071,597. Stem for electron discharge devices. Anthony J. Vasselli, Newark, N. J., assignor by mesne assignments, to RCA.

2,071,630. Multiple electrode thermionic tube. Ralph M. Heintz, Palo Alto, Cal., assignor to Heintz & Kaufman, Ltd.

2,071,733. Reception system. Richard C. Curtis, East Orange, N. J., assignor to Wired Radio, Inc.

2,071,748. Rectifier tube. August Hund, West Orange, N. J., assignor to Wired Radio, Inc.

2,071,759. Electron discharge tube system. Nicolai Minorsky, Narberth, Pa., assignor to RCA.

2,071,773. Welding apparatus. Watson Sidney, Bloomfield, N. J., assignor to RCA.

2,071,774. Radio control device. Adolf Spottel, Berlin, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,071,849. Electrical discharge device. Erwin F. Lowry, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co.

2,071,858. Radio receiving system. Roger M. Smith, Merchantsville, N. J., assignor to RCA.

2,071,874. Electric discharge tube or incandescent lamp. Peter W. Dobben, The Hague, and Johannes Visser, Amsterdam, Netherlands, assignors to N. V. Phillips Gloeilampenfabricken.

2,071,923. Electron discharge device. Samuel G. Frants, Princeton, N. J., assignor to RCA.

2,071,950. Super-regenerative receiver. John L. Reinartz, Manchester, Conn., assignor to RCA.

2,071,958. Method for producing intermittent effects and system therefor. Ward W. Wartrous, Jr., Bloomfield, N. J., assignor, by mesne assignments, to Westinghouse Electric & Manufacturing Co.

New NBC Coast Studios May Adjoin CBS Plants

(*Continued from Page* 1)

own radio city on Sunset Boulevard, from Gower to Argyle streets, if reports are correct that a group of real estate men are representing NBC in their activities.

Strength is given the report because the site is practically the only open full block left in the business part of Hollywood, and NBC's projected building activities will have to be on a scale big enough to provide extra space for television when it comes.

New CBS studios are going up on the block on Sunset, between Gower and El Centro—the site of the old Christie studios. They will have a five-story structure covering the whole block.

In the block west, now used as a golf driving range, there is a slightly larger area, and zoned to permit the building of a structure as large as or larger than the new home for CBS.

This would concentrate a radio broadcasting group in the heart of Hollywood, a few blocks southeast of Hollywood and Vine.

Stations Are Profiting From Debate on Court

(*Continued from Page* 1)

of America and the National Women's Committee for Hands Off the Supreme Court.

Altho considerable network time is being given gratis to political speakers and others for and against the proposed Supreme Court changes, local time is beginning to feel the stimulus of sponsored talks, according to reports from all parts of the country.

Rapid Progress Made On Music Trade Code

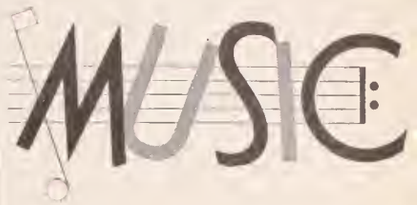
(*Continued from Page* 1)

also those who have received such money, communicate with Paine so that any complaint arising subsequently would not precipitate embarrassing investigations by the FCC, has resulted in numerous letters of explanation being received. (Request appeared exclusively in RADIO DAILY.) These letters to some extent justify certain transactions in question and by acting upon them now it is hoped to preclude later action on the same complaints by the Federal authorities.

Hearing in connection with the new code, scheduled in Washington on March 3, will do much to give all concerned a clean bill of health so that actual operation of the code as desired by the FTC will start the music industry off with a clean slate; also any orchestra leader or other radio artist involved will be in the position of beating the potential complainant to the punch by admitting or explaining transactions anent money, presents, or payment for special arrangements, etc.

CBS Outside Bookings

CBS artists bureau has booked Virginia Verrill, into the Versailles night club, opening March 11, for three weeks; Alexander Gray into the Miami-Biltmore, March 1, for four weeks; Tito Guizar at the Roney-Plaza, Miami, March 7, for four weeks. Chez Paree, Chicago, has taken up Gertrude Niesen's option, and she will remain there another six weeks. Deals closed by Paul Ross.



JENO BARTAL and his Continental Ork have succeeded Dave Schooler and his band in the Piccadilly's Georgian Room.

Don Bestor will be aired via NBC wire on Sundays and Thursdays from the Netherlands Plaza, Cincinnati, effective this week.

Jan Peerce, concert-touring with first stop Cleveland on March 2nd returns Sundays for his broadcasts.

Charlotte Loughton and her harp have been added to the musical staff of KTUL, Tulsa. She appears several times a week in harp solo programs and is featured with Ralph Rose, Jr., and his KTUL Salon Ork.

The only instruments added to his band by Guy Lombardo in his seven winters at the Roosevelt are the mellophone and an additional piano.

Ralph Rose, Jr., KTUL musical director, has organized a new salon orchestra consisting of violin, piano, organ, cello bass and clarinet, with Melvin Tinsley as arranger.

Herbie Kay and his orchestra yesterday began an indefinite engagement in the Mural Room of the Baker Hotel, Dallas. While in Dallas he will broadcast regularly over WFAA.

In the Adolphus Hotel Century Room, with broadcasts over KRLD, Dallas, Will Osborne and his orchestra are now featured. Osborne succeeded Joe Venuti's Orchestra.

Joe Biviano supplies those entertaining musical backgrounds, with his accordion, on Crosby Gaiges "Kitchen Cavalcade" airings at 10:45 a.m. daily over NBC-Blue.

Wingy Manone is etherizing nightly over WDSU, New Orleans, by remote control from a local night spot. Manone is standing before Steve Loycano's band.

Sid Solomon and his Hollywood Serenaders will do their serenading Thursdays and Saturdays via WHN with Hollywood Restaurant as point of departure.

Ed Smalle, organizer of and arranger for "The Caroleers", of the "Universal Rhythm" program is still receiving royalties on recordings of piano solos 23 years ago.

Gladys Swarthout departs from her own precedent and offers a cycle of cradle and nursery songs to alternate with operatic arias on her weekly fireside recitals, effective March 10.

Los Angeles

JIM HARPER of the Bob Taplinger Los Angeles staff, leaves publicity to return to the newspaper game as radio director for the Daily News and Evening News. Ken Frogley leaves the News to publish his own community magazine, and Ray Buffum, of the KFWB publicity staff, takes Harper's place with the Taplinger organization.

Don Wilson turned down the chance to follow Twin Stars over to Columbia when it switches networks on April 4, and will remain one of NBC's exclusive prides and joys.

Loyal Underwood, of the original announcing staff of KNX, finishes a dozen years' continuous service with the station to go freelancing. He's the Sheriff of the Barn Dance.

Jess Pugh of Wrigley's new Scattergood Bains cast announced he was going to change his name, backed out after a week's trial—and Pugh it is to continue. Bains is trying out on the Coast, if it clicks, will go nationwide.

L. Ward Wheelock, vice president J. Wallace Armstrong and H. F. Jones, Campbell ad chief, are here from New York.

Homer Canfield, radio editor of the Glendale News and associated with Larry Grant in a Southern California daily radio log and chatter syndicate, is getting ready to air a new program, sponsor not yet announced. Half the fifteen minutes will do a radio version of the Hollywood movie gossip, the other half will be replaying of air checks to show listeners what goes on in the rehearsals of favorite programs.

Cliff Webster, who has been assistant, moves up to full managership of NBC's Consolidated Radio Artists, in place of Phil Jacks, resigned.

KFI's Hollywood Extra programs got its first job for an extra after its second airing, when RKO heard and signed Kimbol Grant.

American Stove has bought a former KHJ sustaining feature, Katherine Muselwhite's "Easy Home Decoration," and will put the popular interior decorator on mornings, Monday, Wednesday and Friday. Thirteen weeks.

KMTR will start a new series of "bad dreams to you" thrillers, using the British players. Goes on 11:30 to midnight, Sundays.

Greeting for WFEA

Manchester, N. H.—WFEA, which last fall signed a contract to become an optional member of the NBC-Red and the NBC-Blue networks, will be greeted as an active affiliate by NBC today. Salutes will be broadcast over both NBC networks during the day.

In addition to being the date on which WFEA becomes actively associated with NBC, today is the station's fifth anniversary.

SELLING THE STATION

. . . Merchandising * Showmanship * Exploitation

Sixth Year for Barn Dance

CHICAGO—The WLS Barn Dance enters its sixth big year on the NBC nets on March 6. The show broadcast each Saturday from the stage of the Eighth street theater here to a radio-playhouse audience that numbers 1,100 has played to 562,036 paid admission for a total gross of $421,527 during the past five years, while several intact touring units of the popular radio production have established box-office records throughout the country in theatres and auditoriums.

Definite Campaign Plans

EDWIN M. McCAFFREY, seasoned, all-around advertising man who guides the commercial destiny of KPMC, Bakersfield, Cal., took the so-called bull by the horns at the station's start a little over two years ago and has proven conclusively that it pays to use the utmost care in working out even the smallest of radio advertising campaigns.

Sensing the pronounced tendency for advertisers in small cities to get careless with their advertising presentations, McCaffrey insisted, at the outset, that no commercials went on the air without a definite advertising and merchandising plan behind them. At first some of the merchants thought he was "big timing" them; later they learned that this procedure "paid off."

Today KPMC not only enjoys a remarkably substantial volume of business, but it is all consistent, and the station's commercial department is regarded by advertisers as a valuable help rather than a bunch of peddling pests.

8 Commercials Added By WIS, Columbia, S. C.

Columbia, S. C.—WIS has added the following 8 commercials to its schedule: Stanback, effective immediately, three news periods throughout the week. J. Carson Brantley is the agency; Carolina Baking Co., beginning March 1, a 15-minute program devoted to women listeners, Freitag is the agency, George L. Williams Co. (Housing Loan Service) Sundays, 5:30-545 p.m., program entitled "Famous Homes of Famous Americans,' contract calling for a series of 13 programs; Dr. O. L. Walter (optometrist), Sundays, 5:45-6 p.m., "Men of Vision"; Pet Milk Co., Tuesday and Thursday, 10:15-10:30 a.m., Household Hints; Columbia Lumber & Manufacturing Co., Sunday, 1:30-1:45 p.m., musical variety and speaker; The Church of God, Sunday, 8:30-9 a.m., religious services; Pilgrim Health & Life Insurance Co. and Pinckney Funeral Home, co-sponsors, Sunday, 4:30-5 p.m. church services.

"Castles" Switches

"Castles of Romance." The program will be heard on Tuesdays over WJZ at 6:35 p. m., sponsored by Harvey Whipple, Inc., starting March 16. At present the show is heard on Wednesday evenings. The singing and acting of Alice Remsen and George Griffin will be featured. They will be aided by Al and Lee Reiser at two pianos. Miss Remsen will also write the script for the show.

Ed Linehan Syndicated

Lincoln — Ed Linehan, scripter for the "Zero Hour" blood and thunder for the Iowa net originating at KSO, Des Moines, Ia., now becomes a syndicate. His former chief, Reginald B. Martin, now station manager here for KFAB and KFOR, has signed him to contribute his 30-minute hair raisers for re-broadcast here on KFOR. The listening area does not overlap.

Back Up Air Campaign With Assorted Media

Cincinnati—Use of various other promotions in support of a radio campaign over WKRC has worked out highly successful for Rubel Baking Co.

Using a lovable youngster as its symbol and "The Freshest Thing in Town" as its slogan describing the kid and the bread, Rubel supplemented its radio series with billboards, truck-posters, movie reels, point-of-sale and newspaper advertising.

Results were so good that advertising agencies and bakers in many parts of the country have written for information on the campaign, according to John L. Sinn, radio director of Frederic W. Ziv., Inc., agency, which conceived and handled the campaign and is now placing transcriptions of it in other markets outside of Cincinnati.

The radio program is a continued story of interesting adventures involving the clever antics of little Johnny Lawrence, "The Freshest Thing in Town."

Spot Announcements on Film

To advertise and promote the new picture "Lost Horizon," which will be road-showed throughout the country, Columbia Pictures is planning to use spot announcements if the Philadelphia test proves satisfactory.

Picture opens in Philadelphia on March 7 and a 50-word announcement campaign begins March 1 on WIP and WCAU. Plugs will be broadcast once daily for the first five days, and twice the day before the opening, twice after the initial performance. If campaign clicks picture company will use the same schedule in each city showing the picture. The Biow Co., Inc., New York, placed the account.

Chicago

WENR Minstrels to resume their show here briefly.

Howard Chamberlin, announcer of the Barn Dance program has accepted an appointment as program director of station KMA Shenandoah, Iowa. Chamberlin's mike spot will be filled by Ed Paul of WROK, Rockford, Ill. Paul, on way to coast, stopped off here to visit his pal, Lynn Brandt, NBC announcer and is remaining to work for NBC here.

Don Quinn, who writes Fibber McGee, off to the coast for a well earned vacash.

Pat (Uncle Ezra) Barrett and the Missus, formerly Nora Cunneen and his vaude partner for years, celebrating their 24th wedding anniversary.

Tom Fizdale, radio publicist, mending in Michael Reese hospital after throat operation.

Pillsbury Flour Mills publishing "Today's Children," NBC dramatic serial from pen of Irma Phillips, in book form.

Tommie Bartlett of WBBM staff goes to Detroit March 2 to open series of femme gossip interviews for sponsors of "Meet the Missus" program.

Arch Oboler is the author of "Lights Out."

The Preisser Sisters, Cherry and June, originally scheduled for WGN-Mutual "Melodies from the Skies" program for Sunday, will defer their appearance on Harold Stokes program until March 7.

Expand "Man on Street"

Lincoln — Going 100 per cent on "men-on-the-street," the Central States Broadcasting Co. has just sold KFOR's questioner to a baking company, KOIL, Omaha; KFAB, Lincoln and Omaha, and now KFOR have men on once or twice daily asking the public opinion. To find a man for KFOR's show, every announcer is given a day's trial, and the listeners asked to vote.

Bible Stories Adding

West Coast Bureau of RADIO DAILY

Los Angeles—The Sunday Players, now on 22 American stations and two Australian stations with the 52 half-hour transcriptions of familiar Bible stories, will add three new outlets March 7.

Music Week May 2

National Music Week this year will take place May 2-8, it is announced by David Sarnoff, chairman. Slogan for the 14th annual event is "Foster Local Music Talent".

RADIO DAILY
Serving the Better Interests of Commercial Radio and Television
VOL. 1, NO. 15 NEW YORK, TUESDAY, MARCH 2, 1937 FIVE CENTS

P. & G. Adds 5 NBC Shows

GOOD WILL SERIES FOR NBC NETWORK

West Coast Bureau of THE RADIO DAILY

Los Angeles—Series of 13 half-hour dramatic programs, done by biggest names among artists, writers and producers, and with four-minute talks by such world leaders as President Roosevelt, Einstein and Conant, are to go over NBC's full network starting this spring, under sponsorship of the newly organized Radio Committee of All Faiths, headed by Dr. Everett R. Clinchy of New York and Albert D. Lasker, president of Lord & Thomas.

Purpose is 'to convey a message of good will, tolerance and fellowship throughout the world."

Acceptances from invitations sent to more than 50 big names in radio already include: Dorothy Canfield, Edna Ferber, Booth Tarkington, John

(*Continued on Page 3*)

Would Probe Outlays For Gov't Propaganda

Washington Bureau of THE RADIO DAILY

Washington—A probe of government expenditures for propaganda via radio and films was indicated yesterday when Congressman John

(*Continued on Page 2*)

$85,000 Improvements Are Planned by WDSU

New Orleans—WDSU will spend $85,000 for improvements, including a 454-ft. tower and other new equipment and a boost in power to 5,000 watts day and night, if application is approved by the FCC, according to J. H. Uhalt, president of the station.

Community Sing Film

Inspired by radio's popular Community Sing program, 20th Century-Fox will film a feature entitled "Everybody Sing," the company announced yesterday.

Principals in the cast will include Leah Ray and Tony Martin, both familiar on the air, and Joan Davis, comedienne.

Sol M. Wurtzel will produce the picture.

Extend Kostelanetz

Liggett & Myers Tobacco Co. (cigarettes) have signed Andre Kostelanetz to continue on the Wednesday night CBS Chesterfield program until Jan. 1. Program is heard 9-9:30 p.m. over a coast-to-coast network. Newell-Emmett Co., Inc., is the agency.

CBS STATION TOTAL IS INCREASED TO 101

CBS yesterday announced the 101st station to join its network. WCOC, Meridian, Miss., is the last station and will join CBS on May 2 or sooner. Station is owned by D. W. Gavin and operates under the name Mississippi Broadcasting Co. WCOC has a license for 1,000 watts daytime, 500 watts at night and 15 located on the 880 kc. band. Rate has been set at $125 per hour. This is the first sta-

(*Continued on Page 5*)

New Premium Stunt Will Offer Insurance

Chicago—Carl Hansen, millionaire insurance man, is working out an unusual radio premium offer. New deal, which has been okayed by the federal government, gives out insurance for coupons to be imprinted on

(*Continued on Page 3*)

New Programs to be Inaugurated This Month Give Firm 19 Shows on NBC Network Exclusively

NEW SINCLAIR SHOW HEADED FOR CBS NET

Chicago—Sinclair oil, former sponsor of the WENR Minstrels over NBC, is reported heading for a 59-station CBS hookup in April with a 15-minute show on Wednesday and Friday nights.

NBC has been auditioning talent to revive the WENR Minstrels with an all-new cast with exception of Gene Arnold.

Assistance Is Offered On Connery Resolution

Washington Bureau of THE RADIO DAILY

Washington—About 100 communications have been received thus far offering assistance and advice on the Connery resolution to probe a "radio monopoly," it was reported yesterday at the House Labor Committee, of which Connery is chairman. Many independent stations are understood to have offered to testify at the hearings, which are expected to start next week.

With the addition of five shows before the end of this month, Procter & Gamble, soap manufacturers, will have a total of 19 programs, both script and musical, on the NBC networks exclusively. P. & G. is the largest user of network time in the country and also uses an extensive schedule of transcription campaigns with disks made by WBS. Over one-half of P. & G.'s advertising budget is spent for radio time, exclusive of talent.

The two newest on NBC networks were announced yesterday by the Compton Advertising, Inc., New York, the P. & G. agency for Ivory soap, Ivory snow, Chipso, Ivory flakes, and Crisco. The "Vic & Sade" program, in addition to its daytime spots on the NBC-Red and Blue, will be given night time periods on the same networks. Using the basic Blue network the program will be heard once weekly, Wednesdays, 10-

(*Continued on Page 6*)

Louisiana Court Ruling Reduces Line Charges

New Orleans — State Supreme Court yesterday upheld the Public Service Commission's reduced telephone rates against Southern Bell Telephone, A. T. & T. subsidiary, which will affect radio by reducing line charges, and raising connecting charges. New line rates, based on "as crow flies" mileage rates and where line stays between station and remote control spot, makes savings possible.

Transamerican Warner Control Officially Reported to S. E. C.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Warner Bros. yesterday reported to the Securities & Exchange Commission that it had secured control of Transamerican Broadcasting & Television Corp., recently formed organization, by the acquisition of 65 per cent of the voting stock. Transamerican is engaged primarily in business of representing stations as advertising agents and in preparing programs for agencies and buying time on

(*Continued on Page 6*)

Chicago Symphonic Hour Begins on NBC March 5

Chicago Symphonic Hour, new 60-minute program featuring 125 choristers, musicians and soloists under the direction of Roy Shield, NBC Central Division music director, will be inaugurated Friday, 11 p.m., over the NBC-Blue net.

Vivian Della Chiesa, Edward Davies and Charles Sears will be vocal soloists. Noble Cain's Chicago A Capella Choir, the Mundelein College Verse

(*Continued on Page 2*)

Ford Dealers Hosts

Ford Dealers' Tuesday night show on CBS with Al Pearce and His Gang on March 30, will originate in the ballroom of the Manhattan Opera house.

Occasion is a party being thrown for the garage men of the city by the local Ford dealers. Pearce broadcast will be part of the entertainment.

RADIO DAILY

Vol. 1, No. 15 Tues., Mar. 2, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(*Monday, Mar. 1*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179½	178	179½	+ 2
Crosley Radio	25¼	25⅛	25⅛	+ ⅛
Gen. Electric	61¾	60¼	61½	+ ¼
North American	30	29⅝	29⅞	— ⅛
RCA Common	11¾	11½	11½	.....
RCA First Pfd.	77¾	77½	77¾	+ ½
RCA $5 Pfd. B	(100 Bid)			
Stewart Warner	19	18⅝	18⅝	— ½
Zenith Radio	37½	37	37½	— ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	....
Majestic	4½	4½	4½	.....
Nat. Union Radio	3¼	3⅛	3⅛	.....

OVER THE COUNTER

	Bid	Asked
CBS A	49½	51½
CBS B	49	51
Stromberg Carlson	17¼	18¼

KOY on CBS Net

Phoenix, Ariz.—KOY, which was sold in November by Nielsen Radio & Sporting Goods Co. to Salt River Valley Broadcasting Co., headed by Burridge D. Butler, owner of WLS, Chicago, joins the CBS net this week. Earl A. Nielsen continues as manager of the station. An expansion program has been under way and the station is now in larger quarters.

"Feud" Aids Benny-Allen

Official ratings released yesterday revealed that the Fred Allen show and the Jack Benny program had benefited from the recent mythical feud between the pair. The Sal Hepatica-Ipana program, heard every Wednesday night, 9-10 p.m. over the NBC-Red net, jumped a total of 5.1 in listeners over its rating before the feud began. Benny, airing for Jell-o has been leading the field, according to the reports, for the past few years. His rating increased .1 for the same length of time. The total media for the past week dropped 1.7.

Troubadors on WHN

The Essex House Troubadors are heard each Tuesday now on WHN, 5-5:15 p.m., broadcasting directly from the Essex House on Central Park South.

Chicago Symphonic Hour Begins on NBC March 5

(*Continued from Page 1*)

Speaking Choir and a symphonic orchestra will be heard on each program. Symphonic and operatic numbers will be blended with lighter music and an authority on music will be heard in the role of commentator.

First New-Rate Deal Is Signed by WINS

First contract under the new WINS rate card has been signed with May's Department Store, it is announced by Burt Squire, manager of WINS. Deal calls for twelve minute programs, six days a week, for a full year.

WINS recently issued a new rate schedule offering program periods of one, three, five, seven eight, ten, twelve, fifteen, thirty and sixty minute programs.

Dr. Conrad Gets Award

Dr. Frank Conrad, assistant chief engineer of the Westinghouse Electric & Manufacturing Co., is announced as the winner of the 1936 Lamme medal of the American Institute of Electrical Engineers. The honor is in recognition of Dr. Conrad's pioneering and basic developments in the field of electricity.

He was one of the first experimenters in radio telegraphy and telephony. He built the transmitting equipment, antenna and microphone system employed by KDKA. He was one of the first to study, and help perfect, the use of short waves for long distance transmission. There are over two hundred patents registered under his name.

Dr. Conrad will receive the medal at the annual summer convention of the institute in Milwaukee, June 21-24.

Ken Murray Building Unit

Chicago—Ken Murray, who with stooge Oswald will replace Burns & Allen on the Campbell Soup program March 31 instead of April 7, as previously announced, is signing six-year-old Joy Miller of the WLS Barn Dance crew. Kay St. Romayne also may go to the coast with Murray, who is understood to be building an organization around himself with plans to concentrate on the radio field for a while.

Lud Gluskin's may be the ork in the new Campbell show, over CBS.

WMAS Adds 4 Programs

Springfield, Mass. — WMAS has added four new sustaining programs. They are "Adventures of Mamie, Lou and Sue" a monologue for 15 minutes on Tuesday and Thursday nights; "Cheery Corners" a program of songs by children from 5 to 5:30 Thursday afternoons; "Echoes of Russia" a rendition of Russian songs by Vladmir Benson, Thursday nights, and "The Open Book" poetry readings by Miss Mary Ware at noon on Mondays.

Richmond Kiddie Show Opens for 26-Week Run

Richmond—Joe Brown's Radio Kiddies, one-hour juvenile talent show being sponsored over WMBG by Quandac for 26 weeks, had its first performance Saturday at 11 a.m. before a capacity crowd in the Green Room of the Hotel Jefferson and registered strong. Mayor Bright, after hearing part of the broadcast, came over to the hotel to offer his congratulations. Bob Mitchell, promotional manager for WMBG, has added novel merchandising tie-ins for the program.

3 Join WIRE Staff

Indianapolis—Richard Morenus and Nan Dorland of New York and George H. Engelter of Des Moines, have joined the WIRE commercial staff here. Morenus, who has handled program and agency work in Fort Wayne, Chicago and New York, will be sales manager. Miss Dorland, who also has done radio work in Chicago and New York, will have charge of women's activities at the local station. Engelter, former traffic manager of the Iowa network, will take charge of commercial sales and traffic. Under the new setup, Robert E. Bausman will have charge of local sales.

New Biz for KCMO

Kansas City — KCMO has closed contracts with Harriet Hubbard Ayres for a series of 100 spots; Longines-Wittnauer Co., N. Y., for 273 spots; and Jordan Stores Co., a subsidiary of Samuels, Inc., for 1,000 one-minute transcriptions to be used in six months in connection with a recently opened local store. All business was negotiated by the station's sales staff. A contract with Woodward Candy Co., for 100 Brickle Bar spots, was handled through Buchanan Thomas.

Parkyakarkus Replaces Silvers

Parkyakarkus (Harry Einstein) has been signed by Lever Bros. Co. (Rinso and Lifebuoy soap) to replace Sid Silvers on the Al Jolson program, Tuesday evenings over the CBS network, 8:30-9 p.m. Change becomes effective with program heard tonight. Ruthrauff & Ryan, Inc., is the agency.

Parkyakarkus will appear for the remaining three weeks of the present contract and another 13-week period with option for two years.

Airline Spot Campaign

Chicago—J. Walter Thompson office here is doing a spot announcement campaign on the west coast for American Airlines.



COMING and GOING

ISIDORE GOLDBERG, president and treasurer of Pilot Corp., returned yesterday from a vacation.

GEORGE JESSEL left New York by plane yesterday for the coast where he will be the guest on the Jack Oakie show next Tuesday.

JOHN GAMBLING of WOR returned to resume his broadcasts after a winter vacation in Nassau.

MARY PICKFORD arrives in N. Y. tomorrow from Hollywood. She departs immediately on the Berengari which sails at 3 p.m. Her niece, GWYNNE PICKFORD and secretary, MRS. ELIZABETH LEWIS, accompany her.

FREDDIE RICH flew to the coast yesterday and will return in a few days.

NELSON EDDY left immediately after his CBS Sunday night Vicks broadcast for Dayton, Ohio, where he will give a concert tonight. Following the concert Eddy returns to New York to resume broadcasting until March 21 when the series fades for the summer.

GEORGE B. EVANS, press representative, leaves Thursday for Hollywood on business. While on the coast Evans will set plans for a coast office.

Would Probe Outlays For Gov't Propaganda

(*Continued from Page 1*)

Taber, ranking Republican member of the House Appropriations Committee, told RADIO DAILY he would ask for definite figures regarding the amount of money spent for dissemination of official propaganda through the two sources.

Tampa Newspaper on Air

WDAE, Tampa, will present a weekly show every Sunday at 2:45 p.m., written and produced by the Tampa Daily Times. Program will be called Radio Edition of the Times and will feature current news of the city and vicinity. The new feature will not be sponsored, but will contain advertising similar to the regular newspaper. Program will start off as a five-minute feature, but will have an increase in time to 15 minutes in subsequent issues.

Okla. Outlaws for Films

Des Moines—Al Clauser and His Oklahoma Outlaws made their farewell appearance on the Iowa Barn Dance Frolic Saturday. The cowboy band, accompanied by Irving Grossman, manager of WHO Artist Bureau, left Sunday for Hollywood, where the band is under contract to appear in a feature picture starring Gene Autry.

The Tavern
RADIO'S RENDEZVOUS
MAKE THIS YOUR LUNCHEON— DINNER—SUPPER CLUB
158 W. 48th St. "Toots" Shor

AGENCIES

KELLY, NASON & WINSTEN, INC., New York, has taken over the accounts of the Ralph Rossiter Agency, New York, with Ralph Rossiter becoming a vice-president.

JAMES McQUEENIE with the R. J. Potts Advertising Co., Kansas City, is writing the new Clyde Beattie Radio Circus sponsored by Skinner Manufacturing Co. of Omaha. The series which started yesterday on KMBC, CBS outlet, is a 15-minute script show on the air five times weekly.

HELEN HINCKLEY, formerly a radio commercial writer in the Chicago offices of Blackett-Sample-Hummert, Inc., has joined Benton & Bowles, Inc., in the same capacity.

RALPH HARRIS has joined the Grey Advertising agency as account executive. Harris was formerly publicity director of Frank & Seder, Pittsburgh.

SOFIA SENGER has joined the staff of Wadsworth & Wood, Inc. She will have charge of sales in the metropolitan area of radio surveys made in co-operation with the Women's National Radio Committee.

JACK LATHAM, Young & Rubicam, Inc., New York, spot radio time buyer, is expected back from Southern trip about March 20.

FRED PFLUGFELDER, radio director of N. W. Ayer & Son, Inc., New York, has left town for a visit to all Ayer offices between here and the West Coast. First stop will be Detroit, then Chicago and out to California.

GARDNER ADVERTISING CO. on April 1 will move its New York offices to larger quarters at 9 Rockefeller Plaza. Arthur M. Corcoran has joined the agency as typographer.

Gallenkamp Shifts

San Francisco—Because Brown & Williamson Tobacco Co. shifted the Jack Pearl program to a Friday night spot on the NBC-Blue, 10-10:30 p.m., Gallenkamp Stores Co., San Francisco (shoes), has found it necessary to shift its starting date and broadcast to Fridays, 9:30-10 p.m., on six NBC-Blue Pacific stations (KGO, KECA, KERN, KMJ, KGW, KFBK), beginning March 19. Series is signed for 52-weeks. Long Advertising Service, San Francisco, has the Gallenkamp account.

Savino Recording

Domenico Savino, composer, arranger and conductor, has been set by World Broadcasting System to do 15 recordings of symphonic style music, to be used on some 30 WBS outlets as part of sustaining library. Recordings start today.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 27, covering songs played from 5 p.m. to 1 a.m. on the CBS and two NBC networks. Only songs played 15 or more times are included.

Selection	Publisher	Times Played
This Year's Kisses	(Irving Berlin, Inc.)	31
On A Little Bamboo Bridge	(Joe Morris Music Co.)	27
Slumming On Park Avenue	(Irving Berlin, Inc.)	26
May I Have The Next Romance With You	(Leo Feist, Inc.)	23
Moonlight and Shadows	(Popular Melodies)	23
Good Night My Love	(Robbins Music Corp.)	22
There's Something In The Air	(Robbins Music Corp.)	22
What Will I Tell My Heart	(Crawford Music Corp.)	22
Trust In Me	(Ager-Yellen-Bornstein)	21
When My Dreamboat Comes Home	(M. Witmark & Sons)	21
Swing High, Swing Low	(Famous Music Corp.)	20
When The Poppies Bloom Again	(Shapiro, Bernstein, Inc.)	20
With Plenty Of Money And You	(Harms, Inc.)	20
Gee, But You're Swell	(Remick Music Corp.)	18
Love And Learn	(Chappell & Co.)	18
Serenade In The Night	(Mills Music, Inc.)	18
I've Got My Love To Keep Me Warm	(Irving Berlin, Inc.)	17
You're Laughing At Me	(Irving Berlin, Inc.)	17
Boo Hoo	(Shapiro, Bernstein, Inc.)	16
Smoke Dreams	(Robbins Music Corp.)	16
Night Is Young And You're So Beautiful	(Words & Music, Inc.)	15

Good Will Series for NBC's Full Network

(Continued from Page 1)

Erskine, Fanny Hurst, Rupert Hughes, Gene Fowler, Clifford Odets, Charles Chaplin, Eddie Cantor, Abbey Players, Alfred Lunt and many others.

Part of the broadcasts will originate in the east, rest on the coast.

New Premium Stunt Will Offer Insurance

(Continued from Page 1)

labels. Hansen is busy now lining up one product of each class and one set of stores of each kind in every city as distribution. Deals will be all set and in use in time for fall programs.

New Business at WBT

Charlotte—H. B. Davis Paint Co. is sponsoring two 15-minute transcription shows weekly over WBT. The morning spot runs for ten weeks and the contract was placed by Van Sant Dugdale & Co. of Baltimore.

Dodge Brothers, through Ruthrauff & Ryan, New York, have contracted for eight one-minute transcriptions morning and evening.

Walker Remedy Co. of Waterloo, Ia., will run six one-minute transcriptions weekly for 16 weeks, contract placed by Weston-Barnett.

Leonard Hatchery, Charlotte, is using studio announcements in behalf of their baby chicks.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N.Y.
From script to production—that extra something that's good radio

Himber Switching

Richard Himber and his Studebaker Champions will be heard at a new time and over a different NBC net starting Monday, when the show switches to the NBC-Red, 10-10:30 p. m.

GUEST-ING

GRACE MOORE will sing the title role of "Madame Butterfly" in the Lux Radio Theater program over CBS next Monday evening.

LANNY ROSS is to appear with Bob Haring's orchestra on the Hit Parade broadcast the evening of March 10 over the NBC-Red net.

CONNIE BOSWELL will co-star with Gertrude Berg on Ben Bernie's March 16 program from the coast.

JOSEPH SCHMIDT, European tenor, makes his American concert debut in the General Motors program from Carnegie Hall on Sunday evening.

NAT HOLMAN, noted coach of the City College of N. Y. basketball team, appears on Joe Cook's Shell Show this Saturday evening.

ZEKE MANNERS and his Gang of Hillbillies are scheduled to appear on Al Pearce's "Watch the Fun Go By" Ford show March 9.

SIGMUND SPAETH (Tune Detective) will be interviewed on Ida Bailey Allen's Home-Makers of the Air program over WHN on Thursday at 10:30 a.m.

JOHN EBERSON
STUDIO ARCHITECT
ACOUSTIC CONSULTANT
1560 BROADWAY
NEW YORK CITY

Los Angeles

DON HASTINGS, founder of America's first announcers' school (now headed by Floyd Gibbons), credited with originating the sidewalk interview idea, and otherwise an old timer in radio, has been made manager of Don Lee's station KDB, San Diego.

Cliff Arguette, who did the Grandpa Sneed bit on the recent Packard Parade, is making screen tests for Paramount, RKO and MGM.

Elza Schallert interviewees have been set for the next two events, with Chester Morris on for March 5 and Walt Disney for March 12.

Earnshaw Radio Productions, transcription makers, have appointed a new Canadian rep in the All-Canada Broadcasting System, with offices at 171 McDermot Ave., Winnipeg, and with branches at Montreal, Toronto, Regina and Vancouver.

Radioaids, Inc., have begun production on a series of 32 five-minute spots for the dry cleaning business. They will supplement a series of 64 five minute spots for the laundry business.

Ernest G. Underwood, for 10 years with KHJ, Don Lee's Los Angeles station, has been made chief engineer of Don Lee's KFRC, San Francisco. Harold Peery, technician at large for Don Lee in the South, will take Underwood's work here.

Francis del Campo has returned to the Coast after several years absence, and comes back to radio via Don Lee-Mutual with Dave Brockman's Music of the Continent hour Friday.

Frank W. Dillin organization, sponsors of the panning type of plugs instead of usual commercials, report response to the program so good that they decided to continue it.

KROC Joins C.B.W.

KROC, Rochester, Minn., has joined the Corn Belt Wireless web, with programs originating in studios of WHO, Des Moines. Inaugurated last year after exhaustive experimental work by Central Broadcasting Co. engineers, C.B.W. is another pioneering achievement. Addition of KROC brings total number of affiliates to ten.

ONE MINUTE INTERVIEW

JOE COOK

"Thank goodness for one thing—there are no late comers in radio. In the theater, these tardy auditors step over feet, rustle programs, and in general make it tough for the actors and the rest of the audience. On the air, once the show starts, you're playing to an audience which is already comfortably settled."

MAIN STREET WITH OL' SCOOPS DALY

● ● ● A. L. Alexander tells the first-hand story of his experiences as conductor of the sensational "Good Will Court" in the April issue of Red Book out Thursday....Relates the conception, heartaches and the legal technicalities endured....Mary Livingstone returns to the Jell-O show this Sunday, which will be aired from New York....Abe Lyman will conduct the band for the three broadcasts from the east....Gulf Refining is looking for a daytime program which will appeal to housewives and sell gasoline ....Program to be in addition to Phil Baker's Sunday airing....Norman Brokenshire returns to the air once more, announcing a sponsored show over WOR every Sunday.....Ed Dukoff had three teeth extracted during the week-end....Tried to get a sponsor....San Felice cigars auditioned Jerry Cooper and Ray Block....Lawrence Tibbett released from six-week contract when guestar shots failed to come up....Harry H. Shilkret, Nat's brother, who is an M.D. and also a brass man, trying to sell a kiddie musicale....(Miss) Jerry Talbot with the Blackstone Agency now....Helen Hayes' "Bambi" off the air the 22nd...Nelson Eddy's show off the day before.

● ● ● Gabriel Heatter's pinch-hitting for Lord Sunday marked Gab's fifth year in radio....He made his bow via WMCA when he was scheduled to debate Lowell Thomas....Thomas had to cover a strike and Heatter was given the full time....He's had over 28 sponsors in this time....He did a grand job. The selection of people, the contrast in voices and production was tops....Vincent Travers is searching for an idea in presenting dance programs from the French Casino....Contest will be conducted with NBC-operation ....Terri La Franconi, the Latin tenor, will do a commercial 3-times weekly via NBC....Barry McKinley's trip to Florida off because of auditions....Alice Cornett, a Tampa girl, was heard by NBC the other day and given a thrice weekly spot via the New England chain....Johnny Augustine conducts the Drene Shampoo show without credit.

● ● ● Three sponsors signed Martin Block's "Make Believe Ballroom" on WNEW until the end of 1938....Dick Fishel announced the 1500-meter race from Madison Square Garden, Saturday, with only one eye....On Friday a WMCA mike toppled over and cut his eyeball....Charles Pooler takes over John Lagemann's spot in CBS publicity dept. during the latter's six-week motor trip....Mickey Alpert turned down "Benny the Bum's" to concentrate on radio....A break is expected this week....Adrian James Flanter has started a 10-point plan agency for station promotion....Col. Stoopnagle and Budd will do a take-off on hillbillies this Sunday....William B. Gellatly, WOR's sales manager, handing out cigars....Another daughter born last week.

● ● ● They would have you believe that the feud is serious on the Rinso show....Harry Von Zell claims title of "all-around radio champ" because of his many activities....Larry Marsh is the band conductor of the Tuesday night Ford show and receives due mention....On the Friday airings he's merely the harpist in the band....Same goes for Al Ricci who conducts on Weds. and during the week plays violin for Lyman....Benny Fields doing great in Florida....Jerry Goff remains at the Rainbow Room for five weeks ....At the Hannah Dempsey cocktail party in Miami, Ted Husing was m.c.....Jimmy Cannon got up and asked Postmaster Farley, who was present, to establish his "stamp credit" so that he could keep sending home for money.

Chicago

JOAN BLAINE is out of the "Mary Marlin" show on NBC. June Meredith has taken the title role.

King's Jesters have been signed for an additional four weeks on The Fair Store stanza over WMAQ. This makes 30 weeks' running time for the six-man unit.

Lou Jacobson, producer, has come to an agreement and will stay at WBBM. However, he will not do the Wrigley show, "Mortimer Gooch," Phil Bowman having been assigned to that. Jacobson will do chiefly morning shots and some musicals.

WGN has released the Doring Sisters to NBC and replaced them with Three Graces, formerly with the Bob McGrew orchestra here.

Arthur Church, KMBC owner, in town on his way home after a six-week vacation. Deal for network sale of his "Across the Breakfast Table" script, five-a-week, to be settled this week.

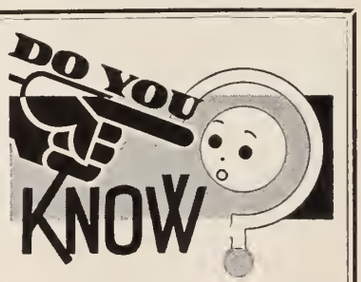
Bill Hampton, comedian, will guest-star on the WGN-Mutual Bowman Milk Theater tomorrow. He was formerly featured comic on the NBC Jamboree.

Women's Confab on WOR

WOR and the Mutual net will present broadcasts of the two-day Chicago Tribune Women's Conference, opening March 10, at 1-1:30 p.m., with Colonel Robert R. McCormick and Mayor Edward J. Kelly of Chicago as speakers. Program includes short-wave talks from England.

Chicago on the Air

The city of Chicago, celebrating a special Chicago Charter Jubilee this week, will be on the air over the CBS coast-to-coast network Thursday when a special feature will be aired from 11:30 to 12 p.m. Mayor Edward Kelly will be acting chairman with Gertrude Niesen, Doring sisters and the Grenadiers supplying the vocal entertainment.



New York State not only has the greatest number of radios of any state in the U. S., but also leads in percentage of families owning sets. There are nearly 3,000,000 radios in the state. About 93 per cent of the families have one.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

COLUMBIA'S Nila Mack celebrates "Sunday Mornings at Aunt Susan's" third anniversary....come the end of March....It's really the program's fifth birthday....for two years the moniker was "Columbia Junior Bugle"....Postprandially at "Frederika" t'other eve.... Helen Jepson and Lauritz Melchior were clapping hands for nightingale Helen Gleason....then backstage to put it into words....La Gleason will go guestar again one of these p.m.'s for "Magic Key" and Rudy Vallee's "Variety Hour"....Major Bowes elects to honor Toledo March 11....Margot Grahame of "Informer" fame will be featured guest artist on "The Hit Parade" March 20....Early morning golf 'way ahead of the season is Gogo Delys' pash these days ....Betty Garde is the femme voice whose identity you didn't know on the Dr. Dafoe program....which might be 'titled "Quintessence of Baby-Culture"....Welsh-born Enid Beaupre, NBC sales promotion lassie, announced choir numbers in Welsh on the St. David's Day broadcast....subbing for Rev. T. J. Jones of the Welsh Congregational Church....Luise Barklie, "Hope Carter" of "Modern Cinderella", piano concertized before going thespian....

▼ ▼

Mary Livingstone's vac turns into sailor's holiday with Jack (husband) Benny turning the tables on her by moving to the big town for 3 weeks ...she'll appear with Jack Sunday... Southward bound to join the Fort Lauderdale family circle is Fritz Overesch of Maxon's....That vision in the CBS ad of Feb. 25 "Advertising and Selling" mag is Cora Shepherd, Columbia receptionist....A cup and two ribbons were trophies awarded to equestrienne Selma Wickers, efficient sec to Bertha Brainard of NBC, at the Metropolitan Equestrian Club's Winter Show....Latest labor innovation....sit-down strike for cut-down scripts....it's scribe Gelett Burgess' idea....and should panic the writing lads and lasses of radio....

▼ ▼

About 130,000 requests for polishing cloths....that's what commentator Kathryn Cravens has received to date in response to her ether offer! Which probably makes us the cleanest nation on earth....Sigmund Spaeth of song-detecting fame will guest-artist it on the Ida Bailey Allen program come this Thursday....Another grande dame, May Robson, airs her views on "Women in Movies" over the Mutual Coast to Coast, March 11

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 6 of a Series.

WNAC—Boston

5000 *Watts Days*, 1000 *Watts Nights*, 1230 K.C.
and
THE YANKEE NETWORK

JOHN SHEPARD 3rd, Pres. R. L. HARLOW, Asst. to Pres.

FIFTEEN years ago, during the embryonic stages of radio, WNAC was established—as a hobby—by John Shepard 3rd, now president of the Yankee and Colonial networks—a hobby destined to become the nucleus of the present chains of stations in every major city of New England, a leading regional network of the country. On July 31, 1922, when John Shepard 3rd was 36, he broadcast his first program.

* * *

ORIGINALLY located in the Shepard Stores in downtown Boston, WNAC consisted of two studios, two announcers, a control room, a clothes-line antenna on the roof. A third studio on the ground floor operated as WBIS—the shopping service station—forerunner of the shopping service program now heard on The Yankee network. Today WNAC, Boston's oldest station, occupies one of the most modern broadcasting studios in the country, the Yankee network of which WNAC is the key station, totals 13 stations throughout New England. The listening audience numbers well over 6,000,000 persons.

* * *

FROM the first, John Shepard 3rd had conceived the idea of linking various New England communities by means of radio in order to reach the greatest possible listening audience. With WNAC as the key station and basic member of the NBC-Red network, the Yankee network includes WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; and WRDO, Augusta.

* * *

WNAC is the only station in Boston to maintain a completely equipped remote pick-up crew ready at all time for broadcasts from the scene of the event.

CBS Station Total Is Increased To 101

(*Continued from Page* 1)

tion in the state of Mississippi to be added to the CBS network.

Unofficially it is understood that CBS will drop KOL, Seattle, with the expiration of its present CBS contract on Jan. 1, 1938. KIRO is slated to take the place of KOL in 1938. Reports are current that KOL will be added to the Don Lee network when it undertakes its expansion into the northwest territory. Another rumor had it that KOL was to join Mutual which was denied by Theodore Streibert, vice-president of MBS.

That more stations will join the networks within the next few weeks is certain. Reginald Brophy, NBC stations relations manager, has been out of town for weeks with Frank E. Mason, NBC vice-president in charge of station relations also on road. Mason is expected by this Wednesday with Brophy expected at the end of the week. Fred Weber, general manager of MBS, is another radio executive out on station business. Understood he is bound for Texas. The only one not concerned with station business for the moment is Herbert V. Akerberg, CBS vice-president in charge of station relations, who is vacationing in Miami for a few days.

Cooperation Extended In Educational Radio

Columbus—Increase in the cordial relations existing between commercial and educational radio was indicated with the recent return of Friel Heimlich to WOSU, Ohio State University station, after serving a six-month fellowship at NBC in New York. Heimlich's work in New York was so successful that the fellowships, one of two arranged by the General Education Board, a subsidiary of the Rockefeller Foundation, in order to train educational broadcasters for more proficiency in their field, have been extended to include others in educational radio.

Heimlich worked in the program, production, continuity, educational and special events departments of NBC, serving under Dr. Franklin Dunham, educational director for the network. He also spent a month in Cleveland and some time in Boston.

☆ STATION FLASHES ☆

H. S. McLeod, former manager of the St. Charles and Strand theaters, New Orleans, and more recently connected with the advertising department of radio station WBNO, has rejoined the St. Charles staff to exploit that house's stage shows. He will also continue his sales work with WBNO.

Clair Shadwell, Music Director at WBT, Charlotte, has returned from a short visit to New York.

Grady Cole, Ford newscaster and Stewart-Warner commentator, is suffering with a severe cold. So is Charles "Chock" Crutchfield, WBT, Charlotte, program director and announcer on the Briarhopper show.

KCMO (Kansas City) has appointed Jack Wolover to its announcing staff.

Ben Greenblatt, former CBS piano rambler, back on the Philadelphia airways at KYW rambling over the black and whites thrice weekly.

Ben Bonnell, arranger at WTIC, Hartford, until recently, has been arranging Columbia's "Popeye the Sailor," in which Olive Oyl is played by Olive Lamoy, also a WTIC grad.

Bob French, WHKC, Columbus, production head, drafted rules recently passed by the Ohio Legislature which permit microphones on the floor of the House and Senate.

Libby Swensk has been subbing for script-writer Millie King of WNBC, New Britain, Conn., during the latter's illness.

Robert Phillips, young concert pianist heard every Thursday at 7 p.m. from KTAT, Ft. Worth, elicited a lot of fan mail with his last program. Phillips, composer of "The Voice of God," "My Prayer," "The Land of Flowing Water" and "The River Suite," devoted the entire program to playing excerpts of the latter two compositions.

TOM TERRISS

Known as
"THE VAGABOND ADVENTURER"
Available for

GUEST APPEARANCES
MASTER OF CEREMONIES
RECORDINGS OR TRANSCRIPTIONS
RADIO PROGRAMS

Address:—
LAMBS CLUB



WALTER A. HUXMAN, Governor of Kansas, goes on the air at 4:30 p.m., on the first Sunday of each month for a 15-minute discussion of the state's legislative affairs, patterned somewhat after the President's fireside addresses. Talks are broadcast from WIBW, Topeka, and picked up by KCKN and other stations throughout the state.

Jimmy Fidler's gossip from Hollywood will be heard over WPTF, Raleigh, starting March 9, under sponsorship of Procter & Gamble (Drene).

WPTF's Swingbillies have been signed for sponsorship by Blackwood's Inc., one of the largest tire dealers in Raleigh, N. C., for a full year. They'll be heard Tuesdays, Thursdays and Saturdays at 6:45 p. m.

Young Dry Goods Co., Kansas City, Kans., has renewed its option on the Fashion Flashes program conducted by "Miss Mack" over KCKN for the fifth time, inaugurating the beginning of another year of the 15-minute show with a special 30-minute anniversary program.

Davidsons' Strange Facts Man, a new 10:30 p.m. daily except Fri- to Sun. feature over WHO, brings listeners unusual fact stories from all over the world. For a limited time, in connection with this program, Davidsons, Des Moines, will pay $1 for each strange fact concerning Iowa sent in by a listener and found suitable for use on the program.

"Sweet and Low," a new program of popular music, songs and romantic poems, made its bow over WWSW, Pittsburgh last week. It will continue on Saturdays at 4:15. Features Sam Calderone's Ensemble, Lois May and Mac Bentley.

Gordon Clothing Co., St. Louis, has added to its broadcasting schedule a program featuring Norman Paule, recent addition to KWK's songster staff. He will be accompanied on the Hammond organ by Clarke Morgan. Paule and Morgan are aired by KWK each Monday and Wednesday evening, 9:45-10 Tuesday and Thursday, 1:45-2 p.m., and Saturdays, 12:30-12:45 p.m.

A series of 13 weekly broadcasts of rehearsals has been started over WKY by the 70-piece Oklahoma City University band, to familiarize high school band members in Oklahoma, New Mexico and Texas with contest numbers for the coming National School Music Competition Festival.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SET

Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new broadcast station. 1160 kc., 250 watts, daytime.

Chas. S. Osborne, Jr., Fresno, Cal. CP for new broadcast station. 1440 kc., 500 watts, unlimited.

Central Broadcasting Corp., Centralia, Wash. CP for new broadcast station. 1440 kc., 500 watts, unlimited.

Chas. Porter and E. T. Eversole, Festus, Mo. CP for new broadcast station. 1420 kc., 100 watts, daytime.

Hammond-Calumet Broadcasting Corp., Hammond, Ind. CP for new broadcast station. 1480 kc., 5 Kw., daytime.

Northwestern Publishing Co., Danville, Ill. CP for new broadcast station. 1500 kc., 250 watts, daytime.

Curtis Radiocasting Corp., Indianapolis. CP for new broadcast station. 1500 kc., 100 watts, 250 watts LS.

WKBV, Richmond, Ind. Mod. of license to 1500 kc., 100 watts, unlimited.

WJAR, Providence. CP for change in power to 890 kc., 1 Kw., 5 Kw., LS., unlimited.

J. Leslie Doss, Sarasota, Fla. CP for new broadcast station. 1390 kc., 250 watts, daytime.

Bayou Broadcasting Co., Houston. CP for new broadcast station. 1210 kc., 100 watts, daytime.

Brownwood Broadcasting Co., Brownwood, Tex. CP for new broadcast station. 1370 kc., 100 watts, daytime.

Continental Radio Co., Columbus. CP for new broadcast station. 1310 kc., 100 watts, unlimited.

Continental Radio Co., Toledo. CP for new broadcast station. 1200 kc., 100 watts, daytime.

Procter-Gamble Adds Five NBC Programs

(*Continued from Page* 1)

10:15 p.m., beginning tomorrow night.

Next week a similar quarter-hour time period will be taken on the Red network with time, number of stations, and exact starting date to be announced. Contract for Blue network is signed for 17 weeks.

Heretofore, with the exception of Jerry Cooper programs on NBC-owned and operated stations each Wednesday and Thursday nights, P. & G. used daytime periods on NBC exclusively. In a recent release sent out by Crossley Report (Co-operative Analysis of Broadcasting), of which D. P. Smelser of P. & G. is chairman, it was stated that the most popular type of daytime program was the adult serial dramas which is the type of program P. & G. has been using for sometime. With this report in mind P. & G. possibly is attempting to find out if evening radio listeners can be entertained by "Vic & Sade."

P. & G. spent around $3,300,000 last year for network and spot time, of which $2,731,130 was spent for NBC time. With the additions of five more shows so far this year and the extension of networks on other programs, P. & G. should pass its 1936 expenditure with ease.

Other new P. & G. shows on NBC which will begin shortly are Jimmy Fidler on 50 NBC-Red stations, Tuesdays, 10:30-10:45 p.m., beginning March 9, and the two "Life of Mary Marlin" shows which begin March 29, Mondays through Fridays, with 31 stations on the NBC-Red, 12:15-12:30 p.m., and on eight Blue stations, 5-5:15 p.m.

Compton Advertising has the two "Life of Mary Marlin" programs, with H. W. Kastor & Sons Advertising Co., Chicago, handling the Jimmy Fidler (Drene) quarter-hour.

Transamerican Control Confirmed by Warners

(*Continued from Page* 1)

radio stations for the productions. In the future, it is expected that Transamerican will engage in business of operating stations.

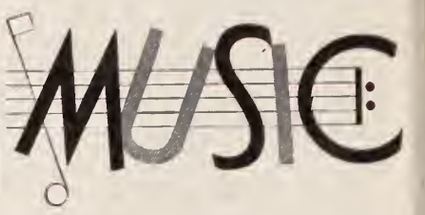
Warner money in back of Transamerican has been unofficially reported for several months. Official confirmation by John L. Clark, president of Transamerican, was never made, although the link was obvious, especially in view of the Transamerican activity at the Warner coast outlet KFWB. Transamerican also is engaged in putting over sound on film for radio, as developed by Transamerican and Warners. At one time it was intimated that personal finances only, of the Warner brothers was involved. Warner talent is also being sold by Transamerican.

Promotion Booklet

"Notches . . . or how to fly a big kite in one easy lesson" is the title of a slightly mad, but highly entertaining and informative booklet issued by WOR's Sales Promotion Department this past week. "Notches" contains the names of 240 products and services which have used WOR during 1936 to sell to Greater New York.

WTAM to Expand

Cleveland — WTAM, NBC's Red network outlet here, is on the fence whether to revamp the present studio set-up or move to new quarters. Understood that proposition is now in the hands of NBC executives in New York.



EMERY DEUTSCH celebrates simultaneously his twelfth anniversary with CBS, his first month with NBC and the 101st anniversary of Texan independence tonight when he plays host to a galaxy of Texas-born radio stars via a coast to coast WEAF hook-up.

Swing for babes will be presented by Josef Cherniavsky on the "1847 Musical Camera" broadcast this Sunday in a medley of nursery songs in the swing manner.

Jimmie Garrigan's band has given way to Joe Reichman and his music at the Rainbow Terrace, atop the Saint Anthony Hotel, San Antonio. Broadcasts will remote via WOAL.

Added to Glenn Miller's Rockwell-O'Keefe ork as arranger-clarinet will be Hal McIntyre, after his departure from WNBC.

Johnny McAllister and his Briarhoppers, hill-billies of the Drug Trade Products show over WBT, Charlotte, began a series of personal appearances last week.

Art Shaw, CBS clarinet-playing maestro, was at one time considered one of foremost ether saxophonists. When he formed his own ork his first act was to install a string section, replacing the saxophone group.

Robert Freeman of the WEEI, (Boston) continuity department finds time to lead a dance band. The band is good, too, as is furnished the music on several of those Southern cruises.

Georgie Stoll, musical director in flickers and radio for several years, has been signed by Emanuel Cohen, of Major Pictures Corporation on a long term director's contract.

Gordon and Revel have written nine songs for the score of "Wake Up And Live", 20th Century-Fox musical starring Walter Winchell and Ben Bernie.

Ohio Broadcasters Elect

Cincinnati — Ohio Association of Broadcasters has elected the following new officers: president, John F. Patt, WGAR, Cleveland; vice-president, Richard C. Burrel, WBNS, Columbus; secretary-treasurer, Warren Williamson, WKBN, Youngstown.

The association has made it possible for all stations in the state to carry broadcasts of Ohio State University football games by the mere payment of line costs. Heretofore the state games were available only on an exclusive basis with a sponsor.

COMMENTS
On Current Programs

Saturday Night Party

Sealtest's "Saturday Night Party" on the NBC-Red continues to emerge with flying colors from its much commented-upon poor start and definitely adds to the wealth of the evening's variety entertainment. With James Melton, now permanent addition to the show as emcee as well as singing star, the one-hour stanza begins to take on the aspect of a class musical proposition. Which probably works against the comedy relief offered by Tom Howard and George Shelton. Donald Dickson, baritone; the New Yorkers' vocal chorus; Lucia Graeser, soprano, and Robert Dolan's clever ork as steady features, obviously gives it the musical preponderance. Zasu Pitts as guest artist did a scene from a recent film in which Melton appeared. Melton, however, should not be burdened with any more continuity than absolutely necessary.

We, the People

Gabriel Heatter did a dandy job of pinch-hitting for Phillips H. Lord on Sunday afternoon's "We, the People" program, over the NBC-Blue network. Well fitted by background and natural ability for a program of the human interest type, Heatter piloted the unusually interesting collection of guests through their half-hour course with sympathetic hands.

Professor Quiz

Proving that it doesn't take much, after all, to please the public, here is Prof. Quiz going bigger every week with nothing more than a bunch of trick questions that any bunch of persons could ask each other in their own parlors. So it must be the way the Prof. does it that counts. On Saturday, after finishing his own half-hour stint over CBS at 8:30, he jumped to Floyd Gibbons' 9 o'clock Speed Show program and contributed a few minutes to that show.

Stoopnagle and Budd

One of the nuttiest and most amusing half-hours of foolery they have offered in some time was aired by Col. Stoopnagle and Budd on Sunday over NBC-Blue. Harry Von Zell contributed substantially to the funfest—he's becoming quite adept at stooging, along with his announcer duties—and the vocals by Gogo De Lys were nice.

Eddie Cantor

Bob Parrish, Negro singer, made his postponed guest-appearance with Eddie Cantor on Sunday and registered with his rendition of "That's Why Darkies Were Born." His singing is marked by an individual style, rather than volume, and it has an appealing quality that should win him many listeners.



"PASSING PARADE"
with John Nesbitt
Duart Sales Co., Ltd.
NBC-Red network, Mondays and Tuesdays, 7:45 p.m. E.S.T.
Howard E. William

COLORFUL SKETCHES OF UNUSUAL PERSONS, ADVENTURE AND ROMANCE.

John Nesbitt's Passing Parade, longtime favorite of the West, made its debut for the eastern public last night under the sponsorship of Duart Creme of Milk. Program is divided into two chapters. One night features the Passing Parade of Yesterday, which is done on Mondays and the other, the Passing Parade of Today, comes forward on Tuesdays.

Passing Parade of Yesterday marshals happenings and characters of the week in history, calling up kings, queens, scoundrels, heroes or plain people who were lifted for an instant into fame or connected with some historic event, during that week, years or centuries ago. The second chapter deals with personalities and happenings in the news of the present week.

Last night's program dealt with a miser, explorers, animals and other odds and ends, all made colorfully interesting by Nesbitt's engaging style and narration.

Radio Rules for Planes

Radio will play an important part in the reconstruction of the airlines, according to rulings made recently. The Air Commerce Bureau has issued a regulation stating that all air transports must have anti-static antennas by Nov. 1. The antennas must be protected from snow, sleet and dust and must be designed for reception of radio signals, weather broadcasts and emergency messages.

A second regulation, effective Jan. 1, 1938, requires installation of radio direction finders in all air transports.

Kid Street-Interviews

Syracuse, N. Y.—Co-operating with the Chamber of Commerce, WFBL is transcribing a series of child-in-the-street interviews on the street safety problem. Interviews are recorded on the spot at various grammar schools and played over the air at 5:30 p. m., giving the kids a chance to get home and hear their own voices. The station's auxiliary short-wave transmitted is used in recording the broadcasts.

Would Censor Cop Scripts

Denver—Chief of Police George W. Marland has demanded that he read and okay any future scripts that dramatize events in Denver police history, and in which officers are used as characters. He took this action when he claimed the script of the dramatization of the killing of a gunman by local police had been garbled.

"SERENADE TO AMERICAN WOMEN"
Winkelman Shoes
WOR (Mutual), Sundays, 3:45-4 p. m.
Jay Lewis Associates

PLEASING MUSICAL VARIETY PROGRAM HELPED ALONG BY NORMAN BROKENSHIRE AS M.C.

Bringing back Norman Brokenshire with the style that made him an individualist a few years back, this quarter-hour musical cocktail is the kind of interlude that brightens up an afternoon spot. Not that the orchestra or tenor Robert Brinn or the accordionist who participate in the program are any different from the general run of entertainers in their respective lines, but Brokenshire in his role of master of ceremonies gives the routine a different and distinctive touch. His personalized feminine flattery will undoubtedly appeal to the women, and his style of talking is pleasing to the ear. It's good to hear his voice floating over the air again.

Roach on Pontiac Program

Jack Roach, CBS production and publicity man who ran the Command Performance for the A. & P. Bandwagon program, has left CBS to join the writing staff of the Pontiac Motor Car program heard on NBC Friday nights, 10:30-11 p.m. Roach writes, arranges and produces every third show. Program is dedicated to a different college every week and is emceed by John Held, Jr. Roach is at present at the University of Iowa arranging for the March 12 program.

New Air Adventure

Kansas City—The first four scripts of "Howie Wing," a new air adventure series by Wilfred G. Moore, have been completed and transcribed and are now in the hands of Moore's personal sales agent, Don D. Davis who has gone east to audition the show before prospective sponsors. This new series is said to be somewhat like the Jimmie Allen show. It is a 15-minute program and is intended for teen age listeners. Davis, who is promoting the sale of the show, is also president of WHB.

New Baltimore Programs

Baltimore—The Regal Shop, wearing apparel, has started a new series of Sunday programs over WCBM, Baltimore.

WFBR has signed up another new program, put on by the Regal Laundry.

New WGN Program

Chicago—Alice Blue, staff pianist at WGN, has started a program of her own, "A Toast to Romance." It's a combination of piano music and songs, aired Sundays, 3:45-4 p. m.

★ ★ ★ ★
EVERYBODY
WHO IS
ANYBODY
IN
RADIO
IS
READING
RADIO DAILY
EVERY DAY
★ ★ ★ ★

☆ Chatter ☆

HOWARD HUGHES' talk on "Speed Flights—Stunt or Promise" before the Advertising Club of New York at the latter's Thursday luncheon will be aired over NBC's WEAF as well as WOR and WMCA.

Lee Gillis, of the cast of "Operative Steele" on WMBC, Detroit, left this week for New York to do radio work.

Stanley Goreck, graduate electrical engineer, fills the post of electrical consultant for the Commercial Recording & Sound Co. Mr. Goreck has designed and installed many of the city's largest public address systems and is in charge of estimates and production on the furnishing and installation of sound equipment.

Jerry A. Freeman, general manager of the Commercial Recording & Sound Company, has brought to this young organization an accumulation of many years experience in the show world. Known as a production man on radio, Freeman has written, cast, and produced many programs. He serves as contact man for the organization due to his wide acquaintance in show and construction business.

W. A. Bailey, president of KCKN, Kansas City, Kas., and editor and publisher of the Daily Kansan, has returned from a week spent in Chicago on business.

Mary Ferguson is now warbling over KTSA, San Antonio, Wednesdays at 10:45 a.m. It's a 15-minute studio program.

Personnel changes at Philadelphia stations finds Florentino Donato joining the staff at WDAS as director of Italian programs, filling post left by Charlie Borelli. At WIP, Karl Barron is the latest spieler to depart, going to Hollywood on March 6 for flicker work. Jack Barry, moving in from WEEU, Reading, Pa., fills the niche.

Jim Simmons, KCMO (Kansas City) program director has been confined to his home for the past week with laryngitis.

Phil Alexander is scripting his "Alexander's Ragtime Revue" for a commercial over a San Antonio station.

Just a Bug

West Coast Bur., RADIO DAILY

Hollywood — Seymour Johnson, KFI and KECA engineer, besides tending the two stations' equipment, has a 1,000-watt transmitting station at home, another in his car, and is now sending his wife to a radio school so he can put a transmitter in her car.

★ ★ San Francisco ★ ★

INADEQUACY of their studio facilities for the broadcast of Western Home Hour has compelled KSFO to move this musical program to KNX until proper arrangements are made. Problem of maintaining a studio orchestra has arisen, with Henry King not interested in remaining minus a local release.

Ione deLuce, latest addition to the business staff of KSFO, comes here from Seattle.

Mark Dunnigan of KYA leaves that station to join NBC's technical staff.

KYA officials are watching with great interest the construction of their new 5,000 watt transmitter. KSFO has selected China Basin for its new station.

Paul Martin makes his debut as a baton-swinger over national hookup on the NBC-Blue chain today.

W. R. Clark moves into KPO's television department in New York as an engineer.

Torch singer trouble at KSFO; lovely Jean Carrol receiving fan mail addressed "Mr. Gene Carrol." Her low voice baffled dialers.

Gertrude Lyne, NBC pianist, will leave the studio to take up the organ, a long ambition of hers.

Pat Kelly's "Radio Round Table" program on KFRC very popular on the ether waves with guest Emcee, Herb Caen, radio editor of the Chronicle, doing the interviewing.

Bill Johnson saying goodbye to friends here as he leaves for the East to associate himself with Dorothy (warbler with Bernie Cummins) Crane's dad.

Bobby Meeker, whose band attracted local dancers last year, has opened an artist's service in St. Louis.

Dude Martin and his Wild West Revue, a cowboy variety show, plans to inject guest artists on its new five-day per week schedule on KLX.

Johnny O'Brien, wizard of the harmonica, again goes on a nationwide hook-up over NBC-Blue network. Walter Kelsey directs the novelty instrumental ensemble which accompanies O'Brien.

Hal Burdick began his new program, "Spring Fever at Fifty," on Sunday over NBC-Red network.

In answer to urgent fan-mail, the biography of Robert Stevens, NBC staff tenor, was a high spot in the program of Meakin's Musical News over the Pacific Coast NBC-Blue network on Saturday.

Walter Paterson leaves cast of "One Man's Family" for two months to honeymoon.

Two important new spot announcements over KGO are Hudson Motors, who have bought 28, and Safeway Stores, Inc. on the line for 13.

Dick Holman back from Hollywood for a short week. Holman has been busy making recordings for MacGregor and Sollie.

Betty Marino is inviting Gyula Ormay, concert pianist, as a guest artist on her next Hotel Canterbury Trio broadcast.

Horace Perazzi, comic singer with Herb Saman's band, leaves that combination to take over his own orchestra in Portland.

Captain Hugh Barrett Dobbs is piloting his "Ship of Joy" in the direction of Stockton, where he is slated to do a broadcast over CBS-KYA.

Jack Bennett, former staff announcer for KQW, San Jose, resigned to become station manager of KHUB in Watsonville.

William Pabst, assistant manager of KFRC, busy producing new program titled "True Tales of Buried Treasure."

New Philly Accounts

Philadelphia—KYW Artists Bureau has set a deal with Briggs & Varley calling for a series of 39 ET to be used in a spot campaign for the Iowa Soap Co. Stations not set, but distribution will be confined to the mid-west states. Account being handled by J. J. Curtis, with Al Watton on the production end and Mabel Pearl scripting. Robinson labs making the platters.

Philco Radio & Television Corp., through Julian G. Pollock, has started for seven days, eight spot announcements daily, over WIP.

Hill Co. (clothes), placed direct, started for 13 weeks, three quarter-hours weekly of musical transcriptions over WIP.

Dramatized News on WHO

Des Moines — "Headlines of the Week", a new Sunday 5:45 p.m. feature over WHO, presents a comprehensive review of news highlights of the week by H. R. Gross, WHO news editor, with humorous incidents presented in dramatized form. The dramatizations are written by Don Thompson. Sponsored by Wolverine Shoe & Tanning Corp.

Premiums for Purchasers

For the inserts from 10 tins of Edgeworth tobacco, Larus & Bros. Co., Richmond, Va., is offering a pipe free to the radio audience of its WBS transcriptions entitled "Moments You Never Forget."

Campana Sales Co., Batavia, Ill. (Italian balm), on its "First Nighter" program, Fridays, 10-10:30 p. m. on NBC-Red, is making a combination offer to radio listeners of a 25-cent bottle of Drene (Procter & Gamble) free with each purchase of a 35-cent size bottle of Italian balm.

WDNC Studio at Exposition

Durham, N. C. — A completely equipped modern studio will be built and maintained by WDNC at the forthcoming annual exposition to be held here April 19-24. Plans call for a large studio, a control room and a smaller studio, a complete remote broadcast layout designed to show the uninitiated just how the modern radio station is operated. Numerous radio programs will originate from the exposition through the facilities of WDNC, the station of the Herald-Sun papers.

ANNOUNCERS

BRUCE QUISENBERRY, star announcer and special events man on WMBH, Joplin, Mo., is much in demand as a speaker before clubs and organizations of all kinds, both for his own personality and for his experiences. He was formerly a secretary to Will Rogers and recently appeared before the Rotary Club in Kansas City to tell of his personal reminiscences about Rogers. D. J. Poynor, WMBH manager, was in Kansas City on business that day, and attended the meeting.

Auditioning of announcers to fill Don Wilson's shoes when National Biscuit's Twin Stars moves from NBC to CBS on April 4, has sifted the choice from 20 to 2, who will try out by taking turns on the coast program this week and the week following, after which the sponsors will take their choice. This Friday, Carlton Kadell, who announces the Amos & Andy show, will have his chance. On the 12th, Wen Niles, brother to Ken, will try his hands at it.

Joe Tumelty leaves WFIL, Philadelphia, for a roving assignment with Associated Press. Tumelty was sportcaster for six years on station and formerly followed the ball for the Philadelphia Evening Ledger. Staff member Harold Simonds takes over the vacant role.

Harry Johnson, sports announcer with KFAB-KFOR, Lincoln, for the past three years with the Magee Clothing Co. has stretched his nightly five minutes to a 10-minute show. Johnson was voted the best baseball announcer in the minors last year.

"Announcer's Doghouse," the only audience show on KFOR, Lincoln, is becoming highly popular. It's a half hour of name calling each week wherein all the erring announcers are called before the mike and bawled out for their various mistakes, mispronunciations, boners, etc.

Bob Wilson, new Westinghouse news commentator, hails from Iowa, and has had several years commentarial experience on the larger stations of the middlewest. Wilson's inimitable style and news delivery plus a pleasing voice, feature the news periods of the two Westinghouse Indiana transmitters, WOWO and WGL.

Speaking of Records

West Coast Bur., RADIO DAILY

Hollywood — Stuart Hamlin has had six and a half years of one and a half hours a day continuously on KEHE, with the Star Outfitting Co. uninterruptedly as sponsors. Besides the KEHE programs, he has appeared on other stations, bringing his total of hours up to 9,000. He ad libs, uses no ork, and has only two in his act who can read music. Real hillbillies.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 16 | NEW YORK, WEDNESDAY, MARCH 3, 1937 | FIVE CENTS

WOR Taking 50-Word Spots

Station Revises Its Policy to Permit 50-Word Live Commercial Announcements 8 a.m.-6 p.m.

Effective immediately WOR is accepting 50-word live commercial announcements to be broadcast between 8 a.m. and 6 p.m. This is a revision in WOR's policy regarding the length of spot announcements. Heretofore the shortest time period available on WOR was a five-minute period.

Under the new plan announcements will not be accepted which plug a drug tonic or a contest. No Sunday time will be sold.

Fifty word plugs cannot follow a commercial program. They will only be heard at the end of a sustaining program. Maximum contract limited to 26 weeks.

Announcements sold for $60 each or six consecutive announcements during the week for $300. If a sponsor, two announcements daily, three days a week, no discount will be allowed. WOR also will not guarantee any time position, nor allow announcements longer or shorter than 50 words. Disks are barred.

VAN CRONKITE STARTS NEW STATION SERVICE

New type of station service, planned to merchandise news for commercial purposes, is being organized as a consultant bureau, with headquarters to be located in Cleveland. Organization will be headed by Jack Van Cronkite, who recently resigned as head of the CBS and WBBM news bureau in Chicago.

Van Cronkite's organization will offer a complete course to the stations that feel they are not getting enough out of news program sales. Editing, the use of flashes for spon-

(*Continued on Page 5*)

Versatile

Springfield, Mo. — John E. Pearson, whose newscasting over KWTO-KGBX has gone into its fifth year with over 3,820 talks delivered by him to date, also is the station's promotion manager, national advertising manager, local salesman, continuity writer and market-caster (five 15-minute periods daily), besides having the only hour show on KWTO. On the side, he handles publicity for the district's largest stockyards. The stations now have seven newscasts daily, two on Sundays, all sponsored for the past four years.

G. M. CONCERTS SWITCH TO NBC-BLUE APRIL 4

General Motors Sunday night concerts, now on the NBC red net, 10-11 p.m., will switch to the NBC Blue, 8-9 p.m., on April 4. This places the concerts opposite the Chase & Sanborn "Do You Want To Be an Actor?" for the hour, and the 8:30-9 p.m. Eddie Cantor spot on CBS. The Ford concert on CBS goes on at 9 p.m.

Thompson Agency Gets West. Growers Account

Bruce Church, chairman of the advertising committee of the Western Growers Protective Association, Los Angeles, has appointed the J. Walter Thompson Co., San Francisco, to handle its account. Industry ships annually about 45,000 cars of lettuce to the East and will spend $225,000 for radio and newspaper advertising this year.

National Lead Company Plans Spring Campaign

National Lead Co., New York (Dutch Boy white lead, etc.), is planning a Spring campaign of quarter-hour transcriptions. Schedule is still in the works. Marschalk & Pratt Inc., New York, has the account.

CBS Starts Operating New W. E. Transmitters

WEEI, Boston, and WKRC, Cincinnati, both CBS stations, are now on the air using the new Western Electric transmitters which were completed within the past few days. Jimmy Middlebrooks and Guy Hutcheson, CBS engineers, are now in Boston with Middlebrooks returning to New York late this week. Hutcheson will remain in Boston doing field tests on WEEI.

Plans for the construction of a new short wave transmitter for W2XE, Wayne, N. J., which was scheduled to be in operation last month, are being delayed because of the non-delivery of equipment.

Philadelphia Papers Increase Radio Time

Philadelphia — Local newspapers are supplementing their radio time, swapping with local stations for space. Record has taken more time on WFIL, paying off in agate lines, using two spots nightly to plug serialization of the Supreme Court book, "Nine Old Men." Evening Ledger is back on a WIP deal, taking a quarter hour daily for Brother Bill (Sam Serota) reading the funnies.

AFM ACTION ON DISKS DEFERRED UNTIL JUNE

Miami—As generally expected, definite decision regarding the barring of disks from the air was deferred until the National Convention of the American Federation of Musicians to be held in St. Louis, June 8. Meeting of the Executive Board of the AFM held in the Everglades Hotel recommended that the question be brought up in St. Louis.

According to James A. Petrillo,

(*Continued on Page 5*)

Gruen Is Inaugurating New Nationwide Series

Gruen Watch Maker's Guild, Cincinnati, on March 15 will begin a series of daytime time signals on 10 stations from coast to coast. Signals

(*Continued on Page 5*)

Newspaper Ban Gives Radio Break on Sweepstakes News

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Although newspapers and other publications containing information pertaining to Irish Sweepstakes have been barred from the mails by the Post Office, radio stations are still free to broadcast such information, in opinion of experts, it was revealed here yesterday.

Following announcement of the Post Office decision by Solicitor Karl

(*Continued on Page 5*)

Williams Takes Over Maxwell House Show

Herschell Williams has replaced Kenneth MacGregor as director of the General Foods (Maxwell House coffee) show heard Thursdays, 9-10 p.m., over the NBC-Red net. Williams was formerly connected with J. Walter Thompson agency. Mac-

(*Continued on Page 5*)

Singing Announcers

Billed as "The Singing Announcers", the three top announcers of KWTO, Springfield, Mo., are now being sponsored as a trio in a mid-morning spot. The lads are Al Stone, Russ Davis and Bill Ring, all good soloists, and each also has a solo program on KWTO. All three, in addition, take regular announcing shifts daily.

He'll Hear From It

Miami Beach, Fla. — There has never been, and there never will be, a good woman radio announcer, according to Ted Husing, who is vacationing here.

"The resonance of the feminine voice is inferior to that of a man," Husing explains, declaring that it is physically impossible for a woman's voice to carry as well as a man's over the air waves.

RADIO DAILY

Vol. 1, No. 16 Wed., Mar. 3, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserеau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post-free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Tuesday, Mar. 2)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180 3/8	179 1/4	179 3/8	— 1/8
Crosley Radio	25 1/4	25	25	— 1/8
Gen. Electric	61 3/4	60 1/2	61 3/8	— 1/8
North American	30 1/8	29 3/4	29 7/8	.....
RCA Common	11 3/4	11 1/2	11 1/2	.....
RCA First Pfd.	77 5/8	77 5/8	77 5/8	— 1/8
RCA $5 Pfd. B	(100 Bid		100 3/8	Asked)
Stewart Warner	19 3/8	18 5/8	19 3/8	+ 3/4
Zenith Radio	38 3/4	37 3/4	38 1/4	+ 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	.....	.....	.....	.....
Majestic	4 1/2	4 3/8	4 3/8	— 1/8
Nat. Union Radio	3 1/4	3 1/4	3 1/4	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	50	52
CBS B	49 1/2	51 1/2
Stromberg Carlson	18	19

Lengel in Radio Debut

William C. Lengel, until recently eastern story editor for Columbia Pictures and one time associate editor of Cosmopolitan and Liberty magazines, will make his radio debut in a guest appearance on the "Magazine of the Air" program over CBS on Friday at 11 a.m. He will talk on a better and more glorified name than housewives for the women who run what he will call "the biggest business in the world" more efficiently and economically than chief executives of swollen corporations.

Fenton Joins John Blair

Frank S. Fenton, formerly national sales director of WBNS, Columbus, O., joins the New York sales staff of John Blair & Co., station reps, on March 15. Fenton replaces Kenyon Ivie, who is returning to the Pacific Coast.

REEVES STUDIO
RADIO TRANSCRIPTIONS
Noiseless Film and Wax Recording
•
ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

15 Years on Air for Cavanaughs

Chicago—Eddie and Fannie Cavanaugh, veteran radio team west of KDKA and pioneers in local radio history, celebrate their 15th anniversary on the air March 31.

Pair began March 29, 1922, over then local station KYW in a broadcast by the Jerome H. Remick Music Co. of one of earliest popular song programs broadcast in this nation.

Cavanaughs mark 2,400th consecutive broadcast of their current WBBM-CBS Radio Gossip Club on May 22 of this year and five years with Illinois Meat Co. as sponsor. Pair have interviewed 683 stars of stage, screen and radio to date and boost unique distinction of being first to put Mae West on ether on May 25, 1932, and also the first to succeed in getting Rubinoff to speak over a microphone. Team report they have polled in the neighborhood of 5 million letters and average 300,000 yearly and that they have been away from the mike only 5 months in the course of their record broadcasting careers.

Changes in Programs On WOR-Mutual Net

Dr. Charles M. Courboin, Belgian organist, will be aired via the WOR-Mutual Monday evening 8:30-9, instead of Sunday mornings, effective Monday.

Armand Tokatyan and the Wallenstein Orchestra take the air Thursday nights, 8-8:30, via the WOR-Mutual effective March 11. Bamberger Symphony Program is changed from Thursdays to Fridays.

"Romance in Rhythm," to be heard Tuesdays, 8-8:30, over the WOR-Mutual, will have Jack Arthur, baritone, and Evelyn Case, soprano, who had previously guest-starred on Jack Arthur's program, instead of the featured artists originally scheduled.

"Impressions," the Wallenstein musical program goes off the ether next week.

"Witches' Tale" will be aired Thursday evenings 10-10:30 instead of Fridays at 10, effective March 11.

Ed Fitzgerald and Company will continue with their daytime WOR-Mutual spots but will go on the air Thursday evenings, 9:30-10, additionally, with different soloists each week. The Nat Brusiloff Orchestra will be a permanent feature of the program. Artists for the first week will be Walter Ahrens, Sylvia Cyde, vocalists and Pauline Alpert, whirlwind pianist.

Wolfe Gilbert to Produce Two Shows in the East

L. Wolfe Gilbert leaves the coast March 12 and arives in New York City on the 15th, with negotiations pending for two plays to be produced during his stay here. He'll do a "Tin Pan Alley" guest spot on on of the major shows.

Axton-Fisher Series

Chicago — Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), has signed a 13-week contract with WMAQ for the 6:30-6:45 p.m. period, Mondays through Saturdays, beginning the first week in April. Hal Totten, NBC sports announcer, will do sport talk mostly concerning baseball. McCann-Erickson, Inc., New York, placed the account.

Robert S. Wood Joins Taplinger Organization

Robert S. Wood, associate editor of the old Evening World and more recently editor of the Annenberg magazines, has been appointed an executive assistant in the New York offices of Robert S. Taplinger, Inc., publicity and radio relations firm.

Wood has been identified with radio since 1920. With Major J. Andrew White and other pioneers of the industry he operated WJZ when that station was on the air three nights a week. In the publicity field he has represented the U. S. Navy, the North Pole expedition, RCA, Marconi and Carnegie Hall.

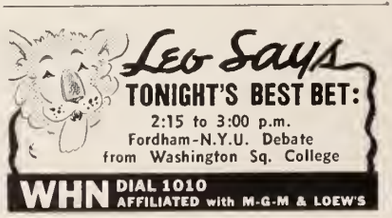
Other recent additions to the Taplinger organization in the Hollywood office, include Dan Thomas, who resigned as publicity director of the Walter Wanger productions to establish a motion picture department with the Taplinger office; Ray Buffum, publicity director of radio station KFWB, Los Angeles, added to handle the radio pages, and Jane Grier to handle the women's pages. The Hollywood offices are under the direction of Pauline Swanson.

Air Wrestling Bouts

East St. Louis—WTMV today inaugurates the first of a series of wrestling broadcasts from St. Paul's Social Center in East St. Louis. Broadcasts will be handled by George Sauer, former middle-weight wrestling champ and brother of present heavyweight contender, Ray Steele. Sauer will not only broadcast but also will wrestle in a preliminary bout, becoming radio's first only wrestling announcer! With him will be the station's regular mike-man, Alex Buchan.

United Airline Spots

Airline spot campaign being conducted by J. Walter Thompson agency is for United Airlines, instead of American as inadvertently reported.



COMING and GOING

L. WOLFE GILBERT is due in New York on March 15 from Hollywood.

LARRY WHITE of CBS artist bureau leaves tomorrow for the coast with a stopover in Chicago.

BERTRAM J. LEVHAR, JR., WMCA sales manager, is in Boston.

LESTER E. COX, president of WTMV, East St. Louis, returned this week from a South American cruise.

WILLIAM H. WEST, vice-president and general manager of WTMV, East St. Louis, leaves Friday for Florida to bring back his wife and family who have been there the past two months. Woody Klose takes over the executive job in West's absence.

LEE COULSON, WHAS, Louisville, is in town.

JOHN G. PAINE, chairman of the board of MPPA, left yesterday for Washington for FCC conference. Music industry committee leaves today.

JOHN ROYAL is back from Detroit.

WILLIAM LEWIS, CBS vice prexy in charge of operations, is back from his vacation in Bermuda.

HARRY ROSE returned yesterday from Philadelphia.

HERBERT ROSENTHAL, CBS program director, returns Monday from a Florida vacation.

HENRIETTA NORMAN, stage and screen player, arrived from Hollywood dickering with a network for radio.

SERGEI RACHMANINOFF, HASSARD SHORT, MAX BAER, and IGNACE FRIEDMAN sail today on the Berengaria.

JACK BENNY, KENNY BAKER and DON WILSON arrive in New York on Saturday morning at Grand Central from Hollywood.

RAY LYONS, WOR development engineer, and MRS. LYONS returned from their Florida vacation. Covered over 4,000 miles in his car.

WILLIAM S. PALEY, CBS president, is en route east and is expected in New York on Friday.

EDWIN K. COHAN, CBS director of engineering, who has been on the West Coast for several weeks is due back in New York on March 15.

Bob Convey a Father

St. Louis—Bob Convey, president of KWK, is the father of a boy, who has been appropriately tagged Robert Thomas Convey, Jr. Father seems to be doing well.

On the Radio—Daily!
Hits from
Ready, Willing and Able
TOO MARVELLOUS FOR WORDS
JUST A QUIET EVENING
SENTIMENTAL AND MELANCHOLY
• • •
European Hits
VIENNA DREAMS
CAFE CONTINENTAL
• • •
When Old Friends Meet Again
WITH PLENTY OF MONEY AND YOU
Harms, Inc.
RCA Bldg., New York City

AGENCIES

HENRY T. EWALD, president of Campbell-Ewald Co., has announced the acquisition of several accounts to be served by the Chicago office: Bakerite Corp., subsidiary of Wilson & Co., packer, products for bakeries and dog food products; Wisconsin Alumni Research Foundation, Madison, Wis., Steenbock process for vitamin D irradiation; Wheary Trunk Co., Racine, Wis., and General Screen Advertising, Chicago.

ASSOCIATION OF NATIONAL ADVERTISERS has a new member in Pillsbury Flour Mills Co., Minneapolis.

MARTIN ADVERTISING AGENCY has been appointed advertising and sales counsel for Star Overal & Uniform Mfg. Co., Brooklyn.

Radio Appreciation Class

Hamden, Conn. — Dr. Kent Pease, chairman of the English Department of Hamden High, has organized a course in "Appreciation of Movies and Radio" to meet daily and carry regular school credit, for sophomores, juniors and seniors. The class first collected sufficient data to indicate just what individual attitudes were at the beginning of the course. Score cards for judging of programs were next developed.

Shirley Ross with Murray

Shirley Ross, star of "The Big Broadcast of 1937," and singing femme lead opposite Bing Crosby in "Waikiki Wedding," has been signed to appear on the new Rinso and Lifebuoy program beginning March 31. Program will feature Ken Murray and will be heard over a coast-to-coast CBS network from 8:30-9 p. m. every Wednesday.

Seeking Station Breaks

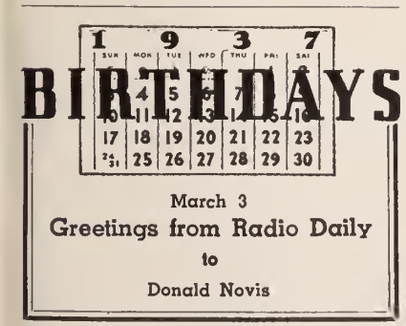
Bauer & Black, Chicago (Blue Jay products) through Ruthrauff & Ryan, Inc., New York, is inquiring for station-break announcements.

Renew Ernie Watson

Ernie Watson, whose contract still has five weeks to run, will have a 13-week renewal on the Joe Cook show.

Walter Neff a Daddy

Walter Neff of Neff-Rogow, Inc., New York, is the father of a boy, Walter, Jr.



March 3

Greetings from Radio Daily

to

Donald Novis



● ● ● Ken Roberts, the CBSlinger, knocked the entire Columbia Broadcasting network out of commission yesterday....At the conclusion of the "Children's Corner" show, Ken started laughing with the result that he broke up completely before saying "System" which is the net cue to break in locally....Ray Noble, who will direct the ork for the new Burns and Allen series from the coast, may go into the Ambassador....Mickey Garlock, for 13 years fiddle-player and conductor for Ben Bernie, will become song-plugger for Santly's....Has it been reported that Helen Jepson will be in the Phil Baker flicker?....Paul Douglas starts a seven-times weekly baseball series via CBS April 19....Miriam Graham bedded by the flu in Palm Beach....Doc Rockwell's appearance as a guestar being held up by money-discussions....Georgie Hale will be honored at the "Kiss the Donkey" party Sunday in Leon & Eddie's....Al Donahue opens at a Bermuda hotel after the 13th.

● ● ● *Benny Goodman collected* $1,000 *insurance for stolen arrangements on a recent Washington one-nighter....This brings to mind the amounts the various bandsters have their libraries assessed at via policies: Shep Fields and Art Shaw come through for* $20,000 *in case, Vincent Lopez and Benny Goodman are in the thirty grand brackets....Russ Morgan and Al Donahue 15g's....Dick Himber* $25,000....*Tommy Dorsey 23 thousand with Enoch Light... Hal Hope and Teddy Black in the ten grand class....Boston Advertising Club present William Robinson of the H-Trib and Ken Collins of Gimbel Brothers at their luncheon Tuesday.*

● ● ● Was Del Casino surprised the other night when he got up to sing at a Park Central affair and saw that the band leader was Hal Davis—a page boy at CBS!....Hal is the son of Eddie and has an eight-piece band in which he pushes the accordion....Val Ernie goes into the Detroit Athletic Club, April 1, with a CBS wire....Oscar Shaw talking over a picture deal with Selznick....Zeke Manners put off the Ford show until the 16th....Rudy Vallee has among his guests tomorrow Gerald Henry Hendricks, the cop who caught P. E. No. 1....The story of how Greater New York receives its food will be aired via NBC Sunday.... Mikes will be stationed at various points.

● ● ● *George Jessel has* 200 *autographed photos of his friends in his bathroom with a tablet reading—"Those I Love Are Always With Me"....The Colony Club has Georges Metaxa, Jessel, Yacht Club Boys and Harry Richman booked for one-nighters....Helen Fox, CBS hostess, at home ill....Shubert Press Agent Claude Greneker talking with former Shubert P. A. Donald Flamm, whose press agent, Larry Nixon, sits in another booth in Lindy's....The songwriter who has a lock on his home phone is still being kidded.... Frankie Basch brought the seven--year-old columnist to her mike yesterday. The kid appeared on "We, the People" Sunday....Tony Russell, Boston singer, being kidded by songpluggers....NBC glorifies their sound men Sat. on the Red net....Radio City Bowling Academy is given over to CBS men on Wednesday nights....Charles Seiferd, KGBX announcer, is ambitious that—while sleeping during a church sermon, his girl friend jabbed him in the ribs to awaken him—he bolted upright and said in a voice the entire congregation heard: "This is KGBX, Springfield, Missouri."*

GUEST-ING

CARY GRANT will be Grace Moore's leading man in her Lux Radio Theater performance of "Madame Butterfly" on Monday evening over CBS.

CAROLE LOMBARD will appear on "Your Hit Parade and Sweepstakes" over the CBS net Saturday night.

CARLOS SALZEDO, noted harpist, will appear with Ed Wynn Saturday evening over the NBC-Blue net.

JUDITH ANDERSON, Walter Abel, Edgar Bergen, Milton Douglas and Mary Jane Walsh are scheduled for the Rudy Vallee hour tomorrow evening over the NBC-Blue.

MITZI GREEN will be with James Melton's Sealtest Saturday Night Party on March 6.

RICHARD CROOKS and Margaret Speaks are to sing from the Chicago NBC studios in the Voice of Firestone over the NBC-Red network Monday evening.

JOSEPHINE ANTOINE, Richard Himber, Frank Albertson and Eddie Albert of Broadway's "Brother Rat" cast will be on Sunday afternoon's Magic Key program over the NBC-Blue.

PATRICIA COLLINGE and Helen Welshimer, NEA columnists, are booked for "Let's Talk It Over" on the NBC-Blue Monday evening at 8.

HIT PARADE guestar bookings for the month have been set as follows: Philip Merivale, March 10; Jane Wyatt, 17th; Lanny Ross, 24th, and Miriam Hopkins, 31st. Program, with Abe Lyman, goes over the NBC-Red at 10 p.m.

ANDY IONA and his Hawaiians will be Al Pearce's guests on the Ford broadcast Tuesday evening over the CBS network.

HELEN MORGAN will be Lanny Ross' Showboat guest March 11 over the NBC-Red net, 9-10 p.m.

WARDEN LEWIS LAWES speaks from the New York studios of CBS during the Hollywood Hotel broadcast Friday.

Astaire Introducing Songs

Two new George Gershwin songs from his forthcoming RKO film, "Shall We Dance," will be brought to the air for the first time by Fred Astaire, who co-stars in the film with Ginger Rogers, in his broadcast next Tuesday evening over the NBC-Red network at 9:30 p.m. Numbers are "I've Got Beginner's Luck" and "Let's Call the Whole Thing Off."

Warren and Dubin's Two grand hits
Summer Night
How Could You
● ●
Gee But You're Swell
REMICK MUSIC CORP.
RCA Bldg., New York City

MUSIC

BUDDY CLARK and Edith Dick will vocalize with Abe Lyman and his "Californians" when they begin their series of appearances on the "Hit Parade" tonight at 10 over WEAF and 73 affiliated NBC stations.

Reggie Childs and ork will be airwaved from the Commodore Perry Hotel, Toledo, over the NBC Blue Network three times a week, effective yesterday.

Bert Block and his Hotel Syracuse Orchestra go NBC two days a week, Tuesdays and Thursdays, 5:45-6 p. m., over the Blue network, to start March 9. Bill Johnson will vocalize. Bill Heathcock and Eddie Seltzer are in charge of arrangements.

Philly studio bands are the upper-crust pets, it seems. Clarence Fuhrman and his lads (WIP) are providing the rhythm for the Ocean City Yacht Club, while Jan Savitt and ork (KYW) go collegiate at the Lehigh University Military Ball.

Boston's maestro, Bill Swanson, is in New York organizing a new orchestra for airings and personal appearances. Joe Moss of the Hollywood and MCA are reported interested.

Irving Aaronson and his boys will have Wesley Vaughan as soloist in Gene Lester's place in the weekly WHN broadcast.

Edwin Rogers, baritone, will solo in a song recital for the General Federation of Women's Clubs program tomorrow, 2:30-2:45 p. m. over the NBC-Blue Network.

ONE MINUTE INTERVIEW

FRANK BLACK

"As NBC musical director I am also the one man complaint department. All letters stressing musical dissatisfaction are referred to me, and surprising to say, the majority of the letters are worded constructively. We have gleaned several smart musical ideas from letters sent to us, and through application by persons musically equipped to make them practical."

☆ ☆ COMMENTS ☆ ☆

On Current Programs

Shell Show

Joe Cook is building with his comedy and emceeing for Shell oil and gas (NBC Red), the variety-entertainment-minded J. Walter Thompson Co. evidently having a budget which permits as many features as time will allow. This Saturday night spot should be just as strong, if not stronger, than at any time during the Shell Chateau programs originating in Hollywood. New York studios hasn't clipped the Shell wings on talent, for a certainty. Array of names on the last program included Frank Buck, Eva Le Gallienne, A. L. Alexander, Father Hubbard, Rose Bampton and the Donald Duck and dog comedy talk. Ernie Watson's orchestra and Cavaliers' quartet are among the regular signed talent.

Cook, the agency, and probably the sponsor know that no comedian can be expected to carry a one-hour show and be funny intermittently throughout the hour. Not if the comedian is strictly on his own and the laughs depend upon his being funny every time he opens his mouth. The technique as developed by radio comedians, is to pick his spots, his stooges, and if necessary work in the guest stars as the latter. Cook is more and more applying this style to his show, and is merely borrowing a leaf from his success in vaude and musical comedy. A comedian can plant laughs and does not necessarily have to plant them all on himself. When it comes to stooges Cook is ingenious to say the least.

Father Hubbard and Frank Buck added a touch of National Geographic biz, Cook virtually using the big game hunter as straightman for his comedy quips, Buck on one hand ambling straight through his talk, as though he wasn't being interrupted. It worked out swell. A. L. Alexander, however, added dignity to his introduction of the "Glacier Priest," who highlighted one of his arctic climbs and later was interviewed by A. L. Miss Le Gallienne reviewed her Molly Pitcher epic of the battle of Monmouth.

New offer is made to auto drivers —free "Stop and Go" game in colors, at all Shell gas stations.

Jack Benny

After all the build-up it received, Jack Benny's playing of "The Bee" on his Sunday night NBC-Red network program was no more of a furore than Eddie Cantor's recent discovery of his long-lost flea. Perhaps air comics are strong believers in the theory that it's the anticipation rather than the realization that provides most of the pleasure. The program in general was typically Benny and therefore typically smart and enjoyable, despite the absence of Mary Livingstone. Andy Devine and Patsy Flick appeared briefly as guests.

Ford Sunday Concert

The first airing of a joint recital by the talented Yehudi and Hephzibah Menuhin, and the pair's only joint recital of the season, thrilled the listening audiences on the Ford concert Sunday night, heard over the coast-to-coast CBS network. The wizardry of Yehudi's violin was never demonstrated to radio audiences better than in Ravel's difficult "Tzigane." Hephzibah, who at 16 was making her first appearance as a concert pianist before a mike, played a group of two Chopin numbers and later joined her brother in two brilliant Mozart-Beethoven duets.

Nash Speed Show

On CBS at 9 p. m., Floyd Gibbons and Vincent Lopez orchestra gathered a hefty quota of guests, further adding to the Saturday night variety programs with no small kick. Guests included Prof. Quiz, Willie and Eugene Howard, and the Southernaires, negro quartet whose voices are well known to network listeners. Plenty of diversion and a fast half-hour. Preceded by the Philip Morris show, with Russ Morgan's ork and Charles Martin's dramatizations, program is in a better spot than ever.

Rumford Chemical Spots

Rumford Chemical Co. (baking powder) has placed an order through Atherton & Currier, Inc., for a series of spot announcements over stations WJAX and WAPI to begin March 15. There may be more stations added by the time the announcements begin.

"Good Health" on WCAE

Pittsburgh—"Your Good Health," quarter hour programs in a national health campaign being sponsored by the retail pharmacists of America and locally by Duquesne University, starts Friday over WCAE.

Fred Stone Doing Script

Fred Stone and his three daughters, Dorothy, Carol and Paula are working on a script called "Circus Life" which is destined to be aired some time in the fall by one of several agencies now dickering for it. The Zeppo Marx Agency is in charge of all arrangements.

Renew Thesaurus

Renewals signed for the NBC Thesaurus for the past week are WTMJ, WOOD-WASH, and KP5K, Colon, Panama.

Chicago

BOB BARRETT, head of WOR office here, terms reports that he has signed his first outstanding local contract—said to be one for $100,000 through Blackett, Semple & Hummert agency—"strictly a rumor."

Bob Crosby band a heavy click with Chi air fans following his local debut over the airlanes from the Congress hotel.

Verne Hassel of the Barn Dance will tie the connubial knot with Lavelle Carter of the Hayloft Octet on March 24.

Billy Trusk, who plays the role of Patrick Sinclair of "Backstage Wife," is a veteran of two years in radio at the age of 12.

Frances Carlon has resumed the role of "Mrs. West" in the Mary Marlin show after a year's absence devoted to stage and screen engagements.

Charles Lyons, NBC announcer, off to the coast for a month's vacation.

Shift in WBBM continuity department here places George Shellman on Sunday night "History in the Making," with Dan MacGillan doing gags for Friday "Mortimer Gooch" show.

Jack Up Distributors

The following is an excerpt from a letter sent by E. J. Davin, promotional manager of the General Household Utilities Corp., to all distributors:

"Our Ft. Worth, Texas, jobber, T. C. Jones, is flooding that area with his KTAT, 1240 KC, radio broadcasts day and night, Sunday and weekdays —Try and 'catch' a program some evening 6:44, 8:15 and 9:25 weekdays, or 8:05, 8:35 and 8:55 after Sunday dinner—and 'Steal his stuff' if you think it will sell another Grunow Radio or Refrigerator in your area. The Human Being Consumer is about the same all over, and if T. C. is cashing in, he's generous enough to let you use his brain children—no charge (I hope he won't sue me later)."

Following this paragraph was a duplicate of one of the spot announcements written by the continuity staff of KTAT.

Opera from Milan

A portion of "Lucrezia," Respighi's pothumous opera which made a big hit on its premiere in Milan last month, will be broadcast in the U. S. today at 5 p.m. via an international over the NBC-Blue net.

Co-Op Program Ending

The Dry Goods cooperative program on Mutual signs off the air after tomorrow's broadcast. Series has had a 26-week run.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

LOUISE MASSEY and her "Westerners" being considered for new summer commercial when "Log Cabin" takes its hot weather vac....failing that they'll tour Keith Theaters....then go movie with two features on the coast....Mary Small to do a probable repeat on "Showboat" March 18....five agencies and sponsors pow-powing with her....looks as though she'll be a set feature for Sunday nights throughout the dog days ....When "The O'Neills" go screenie, probably pronto with Grand National, Jimmy Tansey goes with them....Sam (Schlepperman) Hearn about to launch a new rube series...."Having a Wonderful Time", the Arthur Kober opus, may show on the Rudy Vallee hour....The Famille Gleason, Lucille, Jimmy and Russell, east-coast-bound, armed with script....a bet to be sponsored soon....

▼ ▼

Off-the-record radio activities.... May Singhi Breen (Sweethearts of the Air), Arlene Blackburn (The O'Neills) and Julie Bonnell (Bambi) collect china knick-knacks and toys ....Jane Ace designs clothes.... Grace and Eddie Albert (The Honeymooners) like wrestling....of all things....The two Freds, Allen and Astaire, are fight enthusiasts....Don Ameche goes for handball....Announcer Bill Bailey and Peggy Allenby are plane-currazy....he owns one ....Marion Barney (Pepper Young's Family) and Al Rickey, director of the Bea Lillie show, do things with oils....Arthur Allen (Snow Village) fiddles with antiques and flowers.... Ida Bailey Allen, who adores cooking, is at home among the hyacinths, Bill Adams (Bambi) plays billiards in the grand manner....Ade Revere, Ed Lindstrom and Ken Schon (Norsemen Quartet) are pix fiends....they victimize the other lads....Ford Bond, announcer and commentator, bowls, and Frank Banta (City Service Piano Team) pinochles.

▼ ▼

Cecily Adams Brown is the gal accompanist on the General Federation of Women's Clubs program come Thursday ...."Bachelor's Children's", Patricia Dunlap is Van Dine-ing a thriller....Bess Flynn, whose brain-child is "Bachelor's Children", tore up two weeks of scripts t'other day....then pieced them together again....Comic Martha Raye still absentee with laryngitis...

RADIO PERSONALITIES

• *No. 9 in the Series of Who's Who in the Industry* •

HERBERT L. PETTEY. Sales Manager and Associate Director of WHN. Vintage of 1905, Prospect, Ohio; public schools and University of Kansas. District Manager for RCA Victor in Kansas City, Detroit and Washington, D. C. In charge of Radio Division of Democratic National Committee, 1932-36. Before that was Secretary of Federal Radio Commission (1933-34) and held same position when FCC was established. Subsequently another secretarial job with President Roosevelt's Committee of National Communications. All of which should indicate that Herb knows a few people in Washington. In the spring of 1936, Louis K. Sidney, director of WHN was casting about for a good man with practical experience and decided upon Pettey who joined the staff on May 1 of that year. Brown hair and blue eyes makes a pleasing combination and personality, the latter with the aid of Washington training, being able to see things from a national point of view. Under Pettey's regime, WHN commercial accounts took a new lease of life.



Cut Eye Teeth in Political Arena .....

Van Cronkite Starts New Station Service

(*Continued from Page* 1)

sors, 5, 10 or 15-minute periods as well as other types of news programs will be part of the course. It is presumed that if necessary a man will be stationed with the outlet for a time until station operators feel that all available news is being properly merchandised. Van Cronkite's work in Chicago was considered unusually successful, and he developed various news programs that were never sold in the past.

Specialized service will be on a fee basis. News currently available to stations that may be sold as commercial programs include Transradio, United Press and International news services.

Gruen Is Inaugurating New Nationwide Series

(*Continued from Page* 1)

will be broadcast seven days a week for 13 weeks. Stations on the list are WEAF, WNAC, WGN, WBEN, KWK, KRLD, KFRC, KPRC, WJSV, WJR. McCann-Erickson, Inc., New York, is the agency.

Williams Takes Over Maxwell House Show

(*Continued from Page* 1)

Gregor is at present producing three programs for Benton & Bowles: "Log Cabin Dude Ranch," "Pretty Kitty Kelly" and "Captain Diamond Sea Stories."

Adams Sponsoring Bouts

Adams Hats will sponsor the New York Italian Benefit Boxing Bouts to be broadcast over WHN on Friday, 9:30-11 p.m. Sam Taub will describe the bout between Enrico Venturi and Frank Wallace which will go ten rounds. Business placed direct with station by sponsor.

AFM Action on Disks Deferred Until June

(*Continued from Page* 1)

head of the Chicago local, virtually all of the members are in favor of barring the disks, with reservations, and that his own stand and that of the Chicago men is well known. Executive Board, however, felt that the matter was too important to be passed upon by any unit other than the entire body, which now totals a membership of 158,000 musicians, through 737 locals.

Considerable other important details taken up are expected to be announced through the usual channels during the coming week or ten days. One official stated that there was a "whole trunkful" of stuff to be looked over and sent to the locals and membership involved, also licensees.

Radio Will Get Break On Sweepstakes News

(*Continued from Page* 1)

A. Crowley, who at the same time announced plans for a vigorous campaign to break up lotteries, Judge Sykes, chairman of the Broadcast Division of the FCC, when asked if FCC might take similar action, stated that so far as he knew the question had never come up.

Congressman Kenney, father of the lottery bill, declared the Post Office action left radio in a position of being the only news disseminating source left for information of interest to many American citizens who play Irish Sweepstakes each year.

Asked about his bill, Kenney said he had sent individual letters to every member of the House and Senate, pointing out the great source of revenue the country is losing through anti-lottery laws. Reaction, he said, thus far was favorable.

☆ STATION FLASHES ☆

IN celebration of the inaugural of its new 1,000-watt vertical radiator antenna system, KGGM, Albuquerque, N. M., gave 52 hours of continuous broadcasting starting last Wednesday. Day and evening time was devoted to programs sponsored by local firms, state municipalities and manufacturers of radio equipment. Early morning hours were given to general advertising of New Mexico. KGGM is owned and operated by New Mexico Broadcasting Co., of which Miss Norinne Switzer is president and A. R. Hebenstreit is v.p. Mike Hollander is manager.

WAML, Laurel, Miss., recently moved into new modern studios with complete new RCA equipment throughout.

John F. Patt, vice president and general manager of WGAR, Cleveland, has introduced a rotating policy within his organization whereby members of the sales, program and engineering departments may get first hand knowledge of each other's problems.

Commemorating many years of progress, KFXR will soon broadcast a series of one hour radio shows, in the form of an imaginary "Parade" pertaining to the growth and development of Oklahoma City.

WJAY, Cleveland, has extended its broadcasting time one-half hour, signing off at 6:30 p.m. instead of 6.

WFEA, Manchester, N. H., this week became an affiliate of NBC and also celebrated its fifth anniversary.

Recommends Rehearing

Washington Bureau of THE RADIO DAILY

Washington — Commissioner Stewart of the Federal Communications Council has recommended that the petition of the Tri-State Broadcasting Co. for a rehearing on their application for a CP for a new broadcast station to operate on 1500 kc., 100 watts, unlimited, be granted.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

The DIAL

PACKARD Paint & Varnish Co., is sponsoring a new daily program over WBZ & WBZA, Boston, 8:15-8:30 a. m., entitled "Mac and Moore, the Packard Paint Men." It embraces songs and chatter by Malcolm McCormack and Carl Moore.

"The Feminine Angle," on KFJZ, Fort Worth, for five half-hour periods a week at 10:30 a.m., is proving one of the outstanding women's shows in that section. Modelled on format of the Kropotkin "To the Ladies" page in Liberty magazine, is written and delivered by Ena McKinney, who services accounts personally. Commercials are not limited and the entire show is ad libbed. Also, commercials are sold at over double announcement rates.

"Headlines of Yesterday," a new show written by J. Gunnar Back and Jim Cox, is being aired daily over KFOR, Lincoln, Neb. Show combs back newspaper files and presents local and national news with musical background and buildup.

'Toast of the Town" a big boost for the products of Franz Bakery of Portland, Ore., is among the new programs on station KOIN.

"Presenting Virginia Dare," sponsored by Virginia Dare Extract Co., began a series over WHO, Des Moines, this week. Programs, embracing harmony by the Four Dons and Three Gals and a Lad, go on the air Mondays, Wednesdays and Fridays at 10 p.m.

Lillian Kaye, crooning contralto, formerly with Ben Bernie at Buffalo, and more recently appearing at the Lobster, Hartford, will appear on the New Haven Chamber of Commerce program on WBRY Tuesdays at 12:45.

WICC, Bridgeport, has revised "Friendly Folks" with Adelle Frederick in single episode form and will present the program on a staggered schedule.

WELI, New Haven, has a new commercial sponsored by Malley's and Matrix Shoe Co. on Fridays at 2:30. The program of "restful" music, called "Time to Relax" is placed by grams arranged by Jack Rice, prez the Deyer, Cornell, Newell, Inc., agency.

The Sentinels, popular male quartet, return to WELI, New Haven, with a new series early next month.

Philadelphia and Miami will exchange salutes on March 8. Proof of the International Radio Club, org hoping to foster better feeling town, city and country through the medium of radio broadcasting. Philly show will be aired by WFIL and a transcription made of it for a listen over the Miami stations.

Lois LaChance, young Chicago girl who was first brought to the attention of the radio audience of the middle west on the Fireside Theater program over WGN, will return as featured guest on the same show tomorrow night at 9:30 o'clock.

Advance Baking Company is sponsoring the 26-week series of Spelling Bees aired over KCMO, Kansas City. The contest is for school children up to and including the seventh grade and is tied into this baking organization's retail merchandising program with a plan whereby contestants must secure entry blanks from their neighborhood grocer.

Five minutes of variety music and interesting facts constitute the new air programs of the D. C. May Paint Company and Interior Decorators. The programs will be heard at 6:40 p.m. on Tuesdays, Thursdays and Saturdays over WDNC, Durham.

A well known scene from a current motion picture is the basis of each presentation of a new series of bi-weekly broadcasts over WDNC, Durham, N. C. The programs, presented on Tuesday and Thursday mornings at 11:05, are captioned "Hollywood Room Recipes," sponsored by the Elliott Furniture Co. of Durham. Gladys Miller, interior decorator, presents the descriptive matter. Vincent Connoly is the announcer.

KABC, San Antonio, is rebroadcasting programs from WLW and WSM every night, thus giving the Alamo City some of the Mutual outlet.

The Glee Club of Duke University, directed by J. Foster Barnes, was presented on a coast-to-coast CBS broadcast from New York on Sunday afternoon. The program was carried by WDNC, CBS station in the home town of Duke University, Durham, N. C. The New York Broadcast over the Columbia Network was part of a series of concerts to be given during the time the Glee Club is away from Durham.

WAML Adds Business

Laurel, Miss.—WAML is having a continuation of its business boom. Norman-Leggett Furn. Co. has just finished a 39-week contract on the Strand Organ Program with Ruth DeGruy at the console and has renewed for 52 weeks. Stanback Co. is entering its 68th week.

Two new daily broadcasts have been started with Hugh Smith as commentator and using Transradio service. The morning spot is sponsored by Elec. Appliance Co. and the noon spot by F. B. M. store.

Chatter

A MOCK feud between Curly Fox, Southern fiddling champion, and Nat Chee, the Indian, national titleholder, both entrees in the Radio Stars Jamboree at the New Municipal Auditorium in Ft. Worth, last Saturday, is being taken seriously by many listeners of KTAT, the station from which both broadcast. Fan mail is pouring in from the rival factions. "The Musical Brownies," another KTAT aggregation, are also in the contest and "The Sons of the Pioneers," visiting group, broadcast daily from KTAT during their stay in Ft. Worth.

James Sarsfield is the "Kandy Andy," new children's character in the WHN "Kandy and Andy" series sponsored by Mason Mints and Black Crows.

"Little Boy Blue," next Bobby Breen film, to be authored by Gertrude Berg, will have music by Oscar Strauss.

Leonard Brown, formerly United Press correspondent at Pittsburgh, Kas., has been added to the continuity staff at WMBH, Joplin.

Fred Hirsch, WTMV (East St. Louis) writer, has been cast for a part in the St. Louis Little Theater's performance of "Tonight at 8:30."

Jack Prouse, formerly of the Cleveland Times advertising staff, has joined the sales force of WTMV, East St. Louis.

The Worth Harmonizers, rhythm duo sponsored by the Worth Credit Clothiers, change from a 30-minute program aired by KTAT, Ft. Worth, every Friday night at 7:30, to a 15-minute stanza every Monday through Friday at the same time.

Short Waves

COLOMBIA, South America, is undergoing a complete re-allocation, with many stations likely to lose their licenses. The step was found necessary due to complaints from all over the world to the Colombia government. Many of the HJ stations now operating on the 49-meter band will have to look to their signals.

H18Q, formerly operating on 6.24 m.c., has moved down the dial to an approximate channel of 6.19 m.c. The station, in Trujillo City, has adopted the title of "La Voz de los Muchachos."

OLR (9.55 m.c.), at Prague, Czechoslovakia, will offer its regular American program each Monday and Thursday, 8-10 p. m.

W6XKG is now working regularly on the announced ultra short-wave frequency of 25.95 m.c. or 11.56 meters, carrying the programs of KGFJ, Los Angeles.

"Radio Caracas" in Venezuela has changed its call letters to YV5RC. It operates on 5.8 megacycles with one kilowatt power.

Many short wave addicts are among the listeners to Uncle Jim's Question Bee over WJZ on Saturday evenings. Letters have been received from such odd places as Iceland and the deserts of Egypt.

A special program for English-speaking listeners will be broadcast by HJ1ABP, Cartagena, Colombia, on March 13, 10-11 p. m. EST, on the 9.62 megacycle wave.

Bamberger Starting New Series Over WOR

L. Bamberger, Newark department store, starts a new series of quarter-hour programs on WOR, Mondays through Saturdays, 9-9:15 a.m., beginning March 15. Ed Fitzgerald will do a skit consisting of humor and philosophy.

Franklin Dunham to Speak

Franklin Dunham, NBC educational director, will speak before the monthly meeting of the Social Work Publicity Council today in the Russell Sage Bldg. His topic will be "Radio As a Medium of Interpreting Social Problems." Aaron Stein, radio editor of the New York Post, is also on the program speaking from the press angle.

Gladys Swarthout as Mignon

Gladys Swarthout will sing the title role of "Mignon" in the Met opera matinee performance March 13, via NBC-Blue net. Charles Hackett, American tenor, will be spotted opposite in this RCA program.

FOREIGN

PARIS — Ballots from tax-paying French radio owners are now being tabulated in an election just completed in which the Popular Front battled to gain control of French Government broadcasting. There are 3,000,000 votes to be tabulated before the election results may be announced. The election involved only government owned stations, supported by the taxes paid by the listeners. Programs consist of news reports, recordings, chamber music and dramas. No sponsored time is sold. Privately owned stations, which are supported by advertising revenue similar to those in the U. S., were not affected.

CANBERRA—Senator McLachlan, the Australian Postmaster-General, has announced that plans will shortly be considered for the erection in Australia of a special high-powered broadcasting station for dissemination throughout the world of the Australian official news service and for the general broadcasting of Australian publicity and propaganda. The plan follows those already established in France, Germany, and most European countries.

MELBOURNE — Station 3DB, owned and operated by the Melbourne Herald, is the first commercial station in Australia to build and operate a country relay station.

10 All-Time Top Songs On Horace Heidt Program

Horace Heidt will present ten of the top all-time songs on his Alemite broadcast Monday. Program, heard over the CBS net, 8-8:30 p.m. (rebroadcast to the west coast 12 Mid.), has made an extensive survey to find the songs with the best commercial value. The following were selected for the shows: "'Til We Meet Again," 4,500,000 copies sold; "Rose of No Man's Land," 4,500,000 copies; "Missouri Waltz," 4,000,000 copies; "Marcheta," 3,500,000 copies; "Silver Threads Among the Gold," 3,000,000 copies; "Three O'Clock in the Morning," 2,000,000 copies; "Alexander's Ragtime Band," 2,000,000 copies; "Whispering," "After the Ball" and "My Blue Heaven," 1,000,000 copies or more.

14th Year for Gym Class

John B. Gambling's "Gym Class" sponsored by Illinois Meat Co., aired six days a week over WOR, celebrates its 14th anniversary March 8. Gambling completes his twelfth year with the program on that date. The "Gym Class", which has piled up a record of 3744 broadcasts to date, was the first of the gym broadcast ideas to hit the ether.

☆ PROGRAM IDEAS ☆

"Children's Recess"

An unusual weekly program, sponsored by a local furniture store, has worked out very successfully in Rochester, N. Y. Each week ten children come to the studio prepared to answer questions suitable to their age, asked by a teacher and pulled from two question boxes. The children range in age from eight to fifteen years, the question boxes are separated, one for eight to twelve, the other for twelve to fifteen. The program is heralded by a school bell, the announcer calling "The Children's Recess." Sounds of the young audience finding their seats are broadcast, and faded for the commercial.

Prizes of five, three and two dollars are awarded winners. The rest of the contestants receive letters entitling them to a free gift at the store of the sponsor. A two-dollar prize is also given for the best set of questions submitted by children. Program going into its thirteenth week has responses of 1,000 children signed as contestants, and over 2,000 letters received. Reliable Furniture Co. is sponsor, Thursday evenings 5:30-6.

5-Minute Theater Tieup

WMBH, Joplin, Mo., has worked out a five-minute program of Hollywood Close-ups, which is announced by Harley Fryer, manager of the Fox and Paramount theaters.

The program has a three-sided appeal to listeners. First, there are announcements of the times at which features will run during the day. Then two or three minutes are given to a talk about movieland people, the script being prepared by the WMBH staff. The times of the feature pictures are also given at the close of the broadcast, as that has been found to relieve the theater people from answering a great many telephone inquiries.

As an inducement to listeners, two tickets are given over the broadcast each day to a person whose name is selected at random from the theater's bank night register. Later in the afternoon the station runs a ten-minute feature, In Movieland, from the United Press.

Draws Crowds to Store

Philadelphia — WIP's Uncle Wip program, the first children's show in America, was revamped to inject a promotional contest that has the kiddies and parents swarming into the Gimbel Brothers department store, sponsor, on Saturdays where they can't miss the special bargain counters.

Somewhere in each Uncle Wip program, his microphone is completely cut dead and a sotto voice cries out a pass-word. A strike of the gong, and the program is resumed. Children are told to listen carefully to each night's pass-word, and then to write it down and either bring it to Uncle Wip or send it to him in the mail. In return, each child sending in the correct pass-word receives a silver star. When a child collects ten silver stars, he or she is given a book of the United States Presidents. However, when the ten stars are collected, children are told to bring them directly to Uncle Wip's microphone house on the third floor of the Gimbel Store.

☆ ☆ ☆ "Quotes" ☆ ☆ ☆

THEODORE DREISER: "From 60 to 70 per cent of the promising young writers are now in Hollywood or Radio City collaborating with other writers," he said. "All that the writer needs is an idea, and the radio and the movies bring in specialists to develop it and inject synthetic drama."

DAVE RUBINOFF: "The motion picture industry and radio do not cross currents or clash at any real important point. One is for home entertainment, the other for enjoyment in theaters, halls and other places of amusement. If an artist succeeds in the movies, he means something to radio....and vice versa. Both industries can live side-by-side, sharing the harvest of the world's finest talent."

CORNELIA OTIS SKINNER: "Radio actors and entertainers should make theatrical tours of all parts of the country. The point of view of what is entertaining, amusing or worthwhile differs in various sections of the nation and radio's performers should gain first hand knowledge of and understand this point of view by playing before audiences in various sections of the country."

PETER VAN STEEDEN: "On most of my commercial programs, I have worked with comedians. But I have discovered that the listener won't stand for any fooling around when it comes to the musical division. Would you believe it, my fans beat the critics to the nod when they indicated in their letters that 'jam' would go the way of all flash in a very, very short time."

FERDE GROFE: "For my forthcoming concert tour and future radio work, I have composed a suite called 'Hollywood Ballet,' which is a musical conception of an average day on a movie lot. Thus—Fred Astaire is represented by ocarino and drums; Grace Moore by a harp, flute, and clarinet; Donald Duck by the saxaphone and trombone."

ANNOUNCERS

TWO former KWTO-KGBX announcers have decided the Missouri-Arkansas Ozarks live up to all Chamber of Commerce publicity material. Russ Davis, after being with the two Springfield, Mo., stations a year and a half, went to XERA in Mexico for five months, but is now back to stay, he says. Karl Zomar, after a two-year announcing term with KWTO-KGBX, tried it at Lincoln, Neb., four months and also has returned. Both say radio prospects in Springfield, Mo., are brighter than any spot they have ever known, and both have been around plenty.

RUSS WALKER, news commentator for the World Telegram, has been added as a staff announcer to station WHN. He will continue his twice-daily spots for the newspaper.

Dick Harwell of the KABC announcing staff, San Antonio, has a part in "It Happened the Night of Jan. 16," next Little Theater play at the San Pedro Playhouse.

Jack Kerrigan, youngest announcer on WHO (Des Moines) staff, disclosed added talents when he made his debut on WHO recently as possessor of a fine baritone voice. Assisted by John Behan, pipe organist, and Don Hovey, violinist, Jack has sung several sustaining programs, and will be heard in the future.

Russ Winnie, WTMJ sports announcers, will make his first public appearance in Oshkosh on March 19, when he participates in the testimonial dinner for the Oshkosh All Stars at the Athearn hotel.

John K. Chapel, staff announcer of WOW, Omaha, has gained considerable fame as a speaker in the past few years. Each summer he makes a practice of spending his vacation at some distant point. He has traveled to Haiti, to Alaska, and the coming year he plans to visit England, Denmark, Finland, Latvia, Esthonia and Belgium.

W. Keyes Perrin, announcer at WMAS, Springfield, Mass., formerly announcer for WOKO and WABY, Albany, N. Y. goes to WPRO, Providence, R. I. in the same capacity. He will replace Vernon Crawford, formerly of WMAS who will go to Station WFIL, Philadelphia.

Jimmy McLane, announcer of KABC, San Antonio, was recently appointed program director. Jim was with WFAA, Dallas, during the Texas Centennial.

Garden Series on WJZ

"Your Garden," a new series of Sunday morning garden talks by John Zollinger, soil authority, with Al and Lee Reiser supplying the musical background, starts Sunday, 11:05-11:15 a.m., over WJZ. Sponsor is the Wright Co., Old Bridge, N. J.

Viewpoints

Advocates Simplicity As Keynote in Music

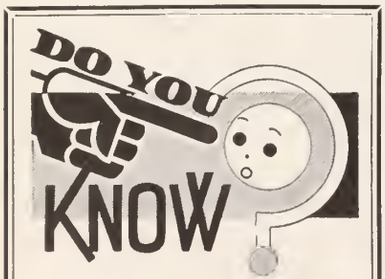
RADIO has been often blamed for ruining the sale of sheet music and therefore cutting the earning power of a song. Composers lament that if the public can hear a song by just turning a dial, they will not buy copies.

When radio was in its infancy the songwriters, with their ears carefully attuned to the public's heart, were turning out sensational hits like, "I'm Forever Blowing Bubbles," "Let Me Call You Sweetheart," "My Blue Heaven," and similar numbers that were rated as terrific commercials, meaning that they sold hundreds of thousands of copies.

These were bonanza days for the music business. And then something happened. The sweet simple melodies were barbarously stretched and distorted. The pleasantly dreamy rhythms were accelerated and transformed. The natural, easy rhyming lyrics were replaced by forced and artificial concepts. Optimism and poetic melancholy gave way to salaciousness, suggestiveness, inanity and an unhealthy morbidity. And finally, the soothing orchestrations were sent into the ash heap by the strained agonized modern arrangements.

The responsibility for the ruination of simple American ragtime lies with these boys who tried to dress a country girl in city silks and satins, and not with radio. The modernistic arrangers, influenced chiefly by European trends, took the informal framework of our popular music and stretched it beyond all recognition. As a result, the professional musician of today seldom listens to a new tune without analyzing its arrangement possibilities.

The musicians have drifted away from the public and have set up their own set of standards. This has always been an unwholesome practice, and the music business is beginning to suffer from its effects. After all, music is not a plaything with which to show off one's cleverness. It is the mefflodious expression of a people's emotions. The public's feet may tap in unison with wild rhythms, but its heart will pulse and throb only to melodies like "Girl of My Dreams," "Side by Side," and the current "Pennies from Heaven." Of all great art, the keynote is, and always will be, SIMPLICITY!—*EMERY DEUTSCH.*



For the first time in the history of radio, Germany topped Great Britain by a slight margin in number of registered radio receiving sets when the registrations reached 8,167,597 sets at the beginning of this year, as against 7,937,807 on Dec. 1, 1936.

Personality Plus Voice Needed, Says Pelletier

It might be an almost impossible task to select three soloists each week from among fifty or sixty candidates for Metropolitan honors, many of whom are endowed plentifully with vocal talent, were it not for the final consideration of personality. This applies not only to the "voice" personality of the applicant but to those little accidents of voice and gesture and the mannerisms that a singer unconsciously displays in the brief interview preparatory to the audition. If the singer reveals a pleasing personality in answering questions during the introduction, it is more than likely that his singing personality will be genuinely favorable, too.

Of course, a truly great voice is not encountered once in a decade. And we have had applicants whose voices were all in their minds, even though they may have been studying for years. But since the inception of the Met. auditions I have discovered one really exceptional voice and at least a half dozen others have been good enough to win them commercial radio engagements. Then, too, there have been other singers whose voices, while really fine, were not of operatic caliber. But in the final analysis the three main requisites for a real singer, as the Russians say, are voice, voice, voice. And when an exceptional voice is combined with personality, then a really fine singer has been found. Technique training and all the rest will come later.—WILFRED PELLETIER.

SELLING THE STATION

. . . Merchandising * Showmanship * Exploitation

Checking Listeners

KFJZ, Fort Worth, has had a "Who Am I?" program on for a number of weeks. It is used as a station check and goes on for five minutes at various times. Correct answers from listeners bring ducats to theaters. Response to questions doubled second week over first week program was on.

WLS—Prairie Farmer Tie-up

Every month a full-page spread of this character is run by WLS in Prairie Farmer—"selling" readers of that publication reasons why they should listen to WLS regularly—its features, service and entertainment.

This is just one of the services WLS offers its advertisers—to help interest and maintain additional listeners. Besides these page advertisements, the radio page of Prairie Farmer every issue (bi-weekly) carries WLS program listings with names of sponsors. And Stand By (Prairie Farmer radio weekly) carries a double page program listing, with names of sponsors. Prairie Farmer has over 300,000 circulation in the basic WLS area. Stand By over 80,000 weekly. Over a million homes a month getting WLS program listings—names of sponsors—and good news stories.

Publishing Magazine

WHBY and WTAQ, under the management of the Rev. James A. Wagner of Green Bay, Wis., are publishing a 16-page magazine carrying a comprehensive report of the local offerings, as a service to listeners in the area of the two stations.

WHN Signs 4 Accounts

WHN has signed four new accounts which start schedules over the station this week. One is Mason Au Magenheimer Confectionery Mfg. Co. (Mason Mints & Black Crows), quarter-hour program entitled "Kandy Andy & Nancy" three times weekly, Mondays, Wednesdays, Fridays, 5-5:15 p.m. Grey Advertising Co., New York, has the account.

Budget Finance Co., New York, through Frank Kiernan & Co., placed a series of five-minute announcements, once weekly, for 26 weeks. Helix Co., Inc., is taking a quarter-hour each Monday with a program known as "Your Opportunity." Procter & Gamble Co., Cincinnati (Crisco), is using five-minute daytime announcements, Tuesdays through Saturdays, for 26 weeks. Compton Advertising, Inc., New York, has the account.

Pinch Hits for Lawes

Richard Gordon, NBC character actor, stepped into Warden Lewis Lawes' shoes Mon. night when the warden was unable to appear on the 20,000 Years in Sing Sing program because of a severe cold. Program was heard from 9 to 9:30 p.m. over the NBC-Red network.

Packer Takes Station

RCA is dropping KOA and KDYL off the last half hour of its Sunday afternoon program on the NBC-Blue, 2-3 p.m., in order that Packer's Tar soap may have the stations added on to its Sunday program on the NBC-Red, 2:30-3 p.m.

Coming Events

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 6: Radio Corp. of America annual stockholders meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

May 2-8: National Music Week; David Sarnoff, chairman.

June 1-10: Radio-television exposition, Moscow.

June 8: American Federation of Musicians convention, St. Louis.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 21-24: Seventh Credit Congress of Industry, Chicago.

KFJZ Adds to Personnel

Fort Worth—Business increased so much during past few months at KFJZ that another account executive had to be added to the staff. He is William Fields. A new addition to the announcing staff is Robert Durran, formerly with KGKO, Wichita Falls.

For

Electrical Lighting Equipment of Any Kind

♦

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

244-250 West 49th St.
New York
Tel. CHic. 4-2074

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 17 | NEW YORK, THURSDAY, MARCH 4, 1937 | FIVE CENTS

Music Code Details Set

Looking On
.... AND LISTENING IN

RESULTS Stories of the great work done by radio in the recent flood disaster are still coming in from the afflicted areas.

There are many heroic tales among them, but the list is too long to print.

One thing, however, stands out in all of the accounts.

There never has been a result-medium equal to the radio, nor has this medium ever achieved the efficiency and speed that it has today.

Not only was radio instrumental in raising more than 90 per cent of the flood relief funds for the Red Cross, but the various stations report that the quota for their localities were topped by anywhere from 50 to 1,000 per cent.

This demonstrated not only the radio's efficiency and speed, but also its listener interest.

No sponsor or potential sponsor can afford to overlook a medium of such value.

—●—

TRAVEL-ADS Speaking of sponsors, it is a curious thing that the railroads and steamship companies have availed themselves so sparingly of radio time as a means of boosting their traffic, especially around vacation time.

There is no end of colorful material that would make appropriate programs for sponsors in either class.

Malcolm La Prade's travelogue in behalf of Cook's on Sunday afternoons is a hint in this direction.

But it barely touches the surface of the possibilities that exist there.

It looks as though the airlines, despite their less extensive backgrounds and scope, will steal a march on the railroads and steamship lines in the matter of promotion via the ether.

Airing Stockholders

West Coast Bur., RADIO DAILY

Los Angeles—The annual meeting of stockholders of the Southern California Edison Co. will be put on the air, under an arrangement being effected by the utility firm through the Mayers agency. .. .. ..An hour's time is being bought for the occasion, and the meeting will go on the air March 19 at noon.

N.W. STATIONS JOIN IN 25 STUDENT DRAMAS

Minneapolis—Designed to stimulate interest in safe driving and also to give high school students an opportunity to write and produce radio dramas, WCCO, Minneapolis and St. Paul, will present a series of 25 High School Safety Dramas during the spring months.

Cooperating with WCCO and the educational institutions are Judge Levi Hall of the Hennepin (Minnesota) County District Court, and the

(Continued on Page 8)

National Oil Preparing Mutual Net Campaign

National Oil Products, Inc. (Admiracion Shampoos), will begin airing over the Mutual-WOR network within the next 60 days, probably on a Sunday evening spot. Talent will include Tim and Irene Noblette, with Bunny Berrigan's orchestra. Chas. Dallas Reach advertising agency, Newark, N. J., handles account.

Three NBC Programs Conclude This Month

The last week in March will see the termination of three NBC programs. On the 28th, Real Silk Hosiery Mills with Edwin C. Hill, NBC-Blue, Sundays, 9:45-10:15 p.m., and a seasonal product, Smith's cough drops,

(Continued on Page 8)

Tentative Agreement is Reached on Rules to End Bribery of Radio Artists by Music Publishers

Ether Curfew

Nashville — Listeners of WSIX pricked up their ears and listened when WSIX started broadcasting an announcement each night at 10 o'clock asking listeners to "turn down the volume" on their radios for the benefit of their neighbors who might wish to go to bed early.

NEW CHEVVY DISKS TO USE NAME TALENT

New Chevrolet series of electrical transcriptions will start recording on March 15, and these disks will follow the three-week supply now on hand at the 384 stations which resume Chevvy shows on March 8. Plan is to use Graham McNamee as announcer and two guest stars on

(Continued on Page 2)

Students Will Operate Station KGY for a Day

Olympia, Wash. — "High School Day" has been declared at Radio Station KGY by Manager W. R. Taft. The date has been set for April 21. On that day approximately 125 high

(Continued on Page 5)

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — Prediction that "a rule, productive of much good, will be worked out under the law" to solve radio artist bribery by music publishers was made to RADIO DAILY last night by Henry Miller, assistant chief of the Trade Compliance Division of the Federal Trade Commission, after he had conferred for several hours with John G. Paine, chairman of the board of the Music Publishers Protective Association.

Paine is here with the committee representing the popular music industry which is in progress of drawing up a series of rules to cover fair trade practices. Of outstanding importance to the industry is the one definite rule which will treat with the radio artist bribery situation. FCC has on hand complaints lodged against publishers bribing orchestra leaders and other talent to plug their songs on the air.

Miller believes that complete drawing of the fair trade practice code rules for the pop music industry would consume a month or more. Complete code will then be made public to allow for industry hearing

(Continued on Page 3)

10 Shows Are Added By WXYZ in Detroit

Detroit—Since the middle of February, the King-Trendle Broadcasting Corp. station, WXYZ, has added five more 45-minute shows and five more quarter-hour programs. Although the "forty-fives" are sustaining, they are being groomed for commercial

(Continued on Page 5)

Delegation Sails on Monday For North Amer. Radio Confab

Washington Bureau of THE RADIO DAILY

Washington—United States delegates to the North American Radio Conference to be held in Havana March 15-22, will include Commander T. A. M. Craven, FCC chief engineer; Harvey B. Otterman, lawyer; Lieut. E. K. Jett, FCC assistant chief engineer; Gerald C. Gross, chief of the FCC international section. They are scheduled to sail for Havana on Monday.

Conference is a preliminary confab to the major North American Conference to be held in Havana in

(Continued on Page 3)

WNEW Starts New Show With Six Spot Sponsors

WNEW has inaugurated a new six-a-week, one hour show which is to feature a series of spot announcements, interspersed with music and chatter. Program, aired 3:30-4:30 p.m., will plug the following sponsors; Busch Jewelers, two announcements Richards Clothing stores, General Supply Co., Schainuck Clothing Co. and Pontiac Motors, Inc., one announcement each. Show is called "Listener's Scrapbook."

Benny From Waldorf

Jell-O program will emanate from the grand ballroom of the Waldorf Hotel next Sunday, when Jack Benny airs the first of three shows to be broadcast from New York. Sponsor, in an attempt to clear all ticket requests, decided on the ballroom yesterday. Show is heard over the NBC-Red net, 7-7:30 p.m., with a rebroadcast to the west coast at 11:30 p.m.

RADIO DAILY

Vol. 1, No. 17 Thurs., Mar. 4, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Wednesday, Mar. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179⅞	179½	179⅞	+ ½
Crosley Radio	25¼	24⅞	24⅞	— ⅛
Gen. Electric	61⅝	60⅝	60¾	— ⅝
North American	30⅜	29⅝	29¾	— ⅛
RCA Common	11⅞	11½	11¾	+ ¼
RCA First Pfd.	77⅝	77¼	77⅜	— ¼
RCA $5 Pfd. B		(100 Bid)		
Stewart Warner	19⅝	19	19	— ⅜
Zenith Radio	38⅜	38	38	— ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16½	16	16½	+ ⅛
Majestic	4½	4⅜	4⅜	.....
Nat. Union Radio	3¼	3⅛	3⅛	— ⅛

OVER THE COUNTER

	Bid	Asked
CBS A	50	52
CBS B	49½	51½
Stromberg Carlson	18	19

Met. Series Ending

With the termination of the regular Metropolitan Opera series, RCA will broadcast the last program from the Met. on March 27. Series is heard each Saturday afternoon on the NBC-Blue. There is a possibility that NBC will pick up the Metropolitan from other cities as a sustaining feature when it goes on tour, but not definite.

Calco Preparing Campaign

Calco Chemical Co., New York (bluing) is working on a schedule for one-minute dramatized announcements to be used on a small list of stations. Campaign scheduled to begin about the middle of April. Ferry-Hanly Co., New York, is the agency.

Fairbanks Jr. on Air

West Coast Bur., RADIO DAILY

Los Angeles—Due to the appearances of Mary Garden and Freddie Bartholomew on tonight's Kraft Music Hall program being cancelled, Douglas Fairbanks Jr. will appear in the show. This will be his first time on the air.

Charles Martin Publishing Scripts

Charles Martin, author and producer of the Phillip Morris program's "Thrill of the Week" feature, heard over NBC every Tuesday, and the CBS "It Might Have Happened To You" show for same sponsor on CBS Saturday nights, is publishing the scripts from these shows in book form. Book will be in form of a text volume, giving pointers on dialogue, framing a script and sound technique. Martin is also connected with the Biow advertising agency.

New Chevvy Disks To Use Name Talent

(Continued from Page 1)

each program, plus a leading male trio or quartet. Rubinoff will conduct his orchestra, and will not offer violin solos. Guests will all be of the name variety.

Title for the new shows will be "Rubinoff's Musical Moments Revue," the sponsors desiring to retain the "Musical Moments" idea. Programs will be spotted two and three times weekly all according to the station involved. World Broadcasting System will do the recording. Campbell-Ewald is the agency.

Pons Replacing Martini On Chesterfield Show

Lily Pons will replace Nino Martini on the Wednesday night CBS Liggett & Myers Tobacco Co. (Chesterfield cigarettes) show beginning April 14. Program is heard from 9 to 9:30 p.m. Martini and Miss Pons have shared the Chesterfield show for the past two years. When the program began its fall and winter schedule, Sept. 30, 1936, Miss Pons was on the west coast tied up with film work. Now that she is to replace Martini, he will go on an extended concert tour that will eventually lead to Hollywood and additional movie work. Newell-Emmett Co., Inc., is the agency.

McCann Adds Borden

Alfred McCann, Jr., conductor of the McCann Pure Food Hour, heard over WOR every weekday, 10-11 a.m., has added the Borden Co. (Chateau cheeses) to his list of sponsors. McCann has purchased his time on the air direct from WOR and sells the program in turn to various sponsors. He now has twenty-one different companies bankrolling.

Fitzer on Eastern Trip

Kansas City—H. Dean Fitzer, general manager of WDAF, leaves Monday for Washington to be present when the FCC hears WDAF's application for permission to buy WREN, the NBC-Blue network outlet in Lawrence, Kas. Hearing is set for March 12. Fitzer also will visit New York before returning here.

Margaret Baun Signed

Margaret Baun, concert singer heard currently with Howard Barlow every Sunday, 2-2:45 p.m. over the CBS net, has been signed to a two-year contract by the Columbia Artists, Inc.

William Morris Agency Opposes Dickstein Bill

Washington Bureau of THE RADIO DAILY

Washington—As hearings on the Dickstein bill were resumed yesterday before the House Immigration Committee, a telegram opposing the measure was received by Congressman Samuel Dickstein from William Morris, head of the artists' agency, reading as follows:

"As previous correspondence shows, our offices are opposed to any such action as your present bill proposes. Our experience for over 37 years is such that we can prove that retaliatory steps will be taken by other Governments to the detriment of our own people of the theater whereas the free exchange of international talent has always been of great artistic and financial help to all American interests."

4 Weekly NBC Spots For Canadian Singer

Sair Lee, Canadian born songstress, will be heard on four programs weekly over the NBC-Blue net from the Chicago studios. First show will be Friday, 10:30 p.m. Others are: Tuesdays, beginning March 9, at 2:30 p.m.; Wednesdays, beginning March 10, at 6 p.m.; Thursdays, beginning March 11, at 8 p.m.

Jerry Blaine Promoted

Jerry Blaine, NBC maestro at the Cocoanut Grove, has been appointed Musical Director of the Park Central Hotel by H. A. Lanzner, managing director of the hostelry. The promotion, given in recognition of Blaine's part in bringing the business of the Cocoanut Grove up to an SRO standard, was the last appointment made by Lanzner just prior to his leaving for Miami, where he will spend the next six weeks vacationing.

Second Duchin Book April 1

Second volume of Eddy Duchin's book of specially arranged piano numbers will be released on April 1. Volume contains twelve currently popular songs and a special transcription for piano of same by Duchin. Remick music publishers handling.

Renew on "Ballroom"

Following three sponsors have renewed on the WNEW Martin Block "Make Believe Ballroom" series. Kopper's Koke, renewed until July 1, 1938; Twenty Grand Cigarettes, and Roxy Clothing, April 1, 1938.

COMING and GOING

ALBERT A. CORMIER, vice-president and general manager of WIP, Philadelphia, is visiting in New York.

WILLIAM LUNDIGAN, signed recently by Universal Pictures while he was chief announcer at WFBL, Syracuse, is visiting in New York before departing for Hollywood to begin his film acting career.

JAMES E. SAUTER, head of Air Features, left yesterday for Washington to attend the Victory Dinner to be given tonight at the Mayflower Hotel by the Democratic National Committee.

HAROLD FELLOWS, manager WEEI, Boston, is in town for a couple of days.

JACK HOWARD, assistant secretary of Continental Radio Co., Scripps-Howard radio subsidiary, will return to New York from Washington on Friday.

LUCY MONROE, star of the Bayer Aspirin program heard via NBC, has gone to Washington to sing at the President's Victory dinner tonight.

GUS EDWARDS, general manager of Consolidated Radio Artists, arrived in Hollywood office yesterday to look over situation.

JAN PEERCE arrived at Newark airport via TWA lines from Cleveland after concert date.

BILL MORROW and ED BELOIN, Jack Benny's script writer, left Hollywood and arrived with the Benny group.

RED NICHOLS and his band arrive in Chicago the 19th to open at the College Inn.

CAB CALLOWAY arrives in Boston March 18 to play at the RKO theater there after closing at the Cotton Club in New York.

JEAN PAUL KING's wife arrives from Florida Friday.

HUGH BOICE, CBS vice-president in charge of sales, is on the road. Expected back Friday.

FRED WILE, Young & Rubicam, director of radio publicity, and MRS. WILE are in Miami on vacation. Will return March 15.

REED KENNEDY, baritone of the Heinz program, will take in the ice carnival in Toronto on March 19.

HERMAN BESS, vice-president in charge of sales at WNEW, is in Chicago on business.

E. K. CARGILL, president of the Southeastern Broadcasting Co. and manager of WMAZ, Macon, Ga., is visiting New York.

Add to Chi Sports Staff

Chicago—The 1937 summer sports season schedule, one of the most imposing in many years, brings the announcement from CBS officials here of an increase in their full-time sports staff to three men. Latest acquisition to the roster of sports events mikemen is George Sutherland, veteran of 13 years in radio, who comes to WBBM from WBEN, Buffalo.

"Sons of Satan" on NBC Show

Vincent Travers, French Casino orchestra leader, has plucked the "Four Sons of Satan," a rhythm quartet, from WKBB, Dubuque, Ia., and is bringing them to New York to appear on his Sunday night NBC-WEAF sustaining series. The quartet will make their first appearance this Sunday night.



AGENCIES

H. B. LeQUATTE, president of the Advertising Club of New York, and of his own agency, H. B. LeQuatte, Inc., has been appointed general chairman of the program committee for the annual convention of the Advertising Federation of America which will be held at the Hotel Pennsylvania, June 20-23.

LOUIS W. THOMAS, formerly connected with J. Sterling Getchell, Inc., has joined the Arthur Kudner agency.

LOU MAXON, head of the Maxon Agency, is in town visiting the New York branch.

LAWRENCE FERTIG & CO. has announced the removal of its office to 149 Madison Ave.

PAUL CORNELL of Geyer, Cornell & Newell, Inc., will address the Production Men's Club of New York tonight. Meeting will be held at the Winthrop Hotel.

Tentative Agreement Reached on Music Code

(*Continued from Page* 1)

on complete and individual rules, hearing to be held in New York.

Following the FTC conference, Paine told RADIO DAILY last night that all detail work was completed and final draft would now be drawn to submit to FTC for approval to permit a general open industry conference-hearing in New York the middle or end of April.

He added that the language of the code was discussed in detail and tentative agreement was reached with FTC.

The radio bribery rule as tentatively drawn, he revealed, will prohibit payment of money or other direct or indirect consideration to performers, orchestra leaders or others by music publishers as an inducement to the performer to plug songs. Violation would be actionable before FTC.

Those accompanying Paine at the hearing included Lou Diamond, E. B. Marks, Ralph Peer, Sam Fox and Attorney Griffin of the office of Joseph V. McKee, MPPA counsel.

Francia White Going Abroad

Francia White has completed plans for a European trip this summer. On her way to New York she stops off in St. Louis for a one-week engagement at the open air opera in that city. Miss White's decision to make the trip was made in spite of the fact that the summer lay-off of the Packard program will not be decided for at least two months. Program was only recently renewed for 13 weeks. Miss White, Fred Astaire and Charlie Butterworth are heard over the NBC-Red net 9:30-10:30 p. m. Tuesdays.



● ● ● **Hillbilly columnist Cal Tinney and Fred Allen's writer, Howard Blake, are set to script the Ford show's guestars for the 16th....Former radio press agent Jay Faggan has Erskine Hawkins' band at the Harlem Uproar House (which Jay owns) under personal contract and will bring in an NBC wire....Nelson Case quits the Vox Pop announcing job because of interference with the Ponds airing....Pat Kelly or Ed Herlihy may come into the berth....Radio Row in an uproar over the invitations sent out by Mike Porter's two-year-old daughter, Helen Jane, calling attention to her birthday, which is the 11th but will be held on the 13th so that a hangover won't interfere with work...."Of course you know about Dad's Scotch", is a portion of the funny invite....Ralph Kirbery is treasurer of Paterson's Kirbery Trucking Corp. which transports oil and gasoline....Gladys Swarthout is one of many expected to appear at Leon Belasco's New Yorker opening tonite....Lud Gluskin may be the conductor of the Ken Murray-Campbell show....Freddie Rich's rush to the coast caused by picture work pending....CBS auditioned a variety show they contemplate airing from 7:30 to 8 a.m. as a sustainer....Guy Lombardo tentatively set for the Hollywood Cocoanut Grove....Kings Jesters remain at Chicago's La Salle ....Because he clicked big there, Paul Ash may be recalled to the French Casino following Rudolf Friml, Jr.....Dick Stabile opens tonight in Pittsburgh's William Penn....Ted Lewis set for Loew's State for the 19th or 26th....Henny Youngman, asked if he's going to Hollywood now that he's closed at the Yacht Club, replied "No, Lakewood!"**

● ● ● *Griffin's All-White show to be aired via NBC in May features Barry McKinley, Jean O'Neal, the Tune Twisters and Hughie Barrett's ork....Happy Felton who pinch-hits for Benny Goodman at the Pennsylvania for two weeks, goes to the Arcadia in Philly for 70 days....Jesse Crawford opens at the Roxy tomorrow for a two-weeker....Chester Lauck and Norris Goff, radio's "Lum and Abner", are set for at least one feature picture while on the coast....Dave Driscoll, WOR special eventer, has lost six pounds since on the lettuce diet....Ray Knight and NBC stopped the use of "Miss Pennyfeather" by Mrs. Thomason, claiming prior ownership. Hereafter she'll use "Princewhistle"....Bob Sanders, formerly with Rockwell-O'Keefe, will handle coast office for Consolidated Radio Artists....Don Bestor remains at Cincy's Netherland-Plaza for four weeks....Jessica Dragonette presents Franz Lehar's "Land of Smiles" Wednesday....Fannie Hurst will talk about the Girl Scouts on Sunday's "We, The People".*

● ● ● **"Popeye" is show being angled for by a kiddie-food sponsor, who wants to do a half-hour weekly airing....Harry Rose goes out with a Paradise unit which features Frances McCoy....Drake Hotel in Chi keeps Clyde Lucas for six more weeks....Reggie Childs stays at the C-Perry in Toledo until the 25th and then may return for a summer run....Russian warbler Assio Milowa, just returned from London, will be feted at Rose Mae's cocktail party this afternoon....Frank Curley postcards from Miami that (Baby) Rose Marie wowed them at the Miami Beach Benefit and that Irving Mills goes to "town" for her on Monday....Iturbi's sister, Ambaro Navaro, is trying to break down the portals of radio....Frank & Flo auditioned for a coffee sponsor yesterday....Alaskan publicity man Earl Rossman on Nash show Saturday....Abe Lyman does a one-nighter Sunday at the Astor for the Grossinger Hotel and Country Club reunion. Proceeds are to go for the Warm Springs Foundation and to erect two therapeutic pools in N. Y.....Event as usual brings radio folks around.**

GUEST-ING

BELLE BAKER and STEPIN FETCHIT, on Floyd Gibbons' Speedshow program, Saturday, 9-9:30 p. m., CBS.

SHEILA BARRETT on the Speedshow March 13.

LOUIS PRIMA, TED FIORITO, BILLY GILBERT in a return engagement, and the parents of James Wallington, on Eddie Cantor's Texaco show, Sunday, 8:30-9 p.m., CBS.

LEE PATTISON, pianist, on Metropolitan Opera Guild program, today, 4:30 p.m., NBC-Blue.

RONALD MANSFIELD, singer, on Listen to This program, Tuesday, 7:30 p.m., CST, over Mutual out of WGN, Chicago.

MARGARET SULLAVAN, on Kate Smith's Bandwagon, March 11, at 8 p.m., CBS.

BENAY VENUTA, GLENN HUNTER and GEORGE RASELY, on Hammerstein Music Hall, March 9, at 8 p.m., CBS.

ALBERT PAYSON TERHUNE, on Magazine of the Air, March 12, at 11 a.m., CBS.

FRANK CRAVEN and SPRING BYINGTON added to the March 12 Hollywood Hotel program, when Burns and Allen, Ian Hunter and the Mauch Twins will appear, along with a preview of the film, "Penrod and Sam," over CBS, 9 p.m.

WILLIAM LYON PHELPS, on Magazine of the Air, March 10, at 11 a.m., CBS.

JUDY GARLAND, in addition to George Jessel, will be on the "Camel Caravan" next Tuesday.

BETTY LAWFORD, featured in the Broadway production "The Women," will be the guest of Radie Harris on WHN Friday night.

STUART CANIN, the 10-year-old violinist, who started the Benny-Allen feud by playing Schubert's "The Bee," and Sam "Schlepperman" Hearn will be on the NBC Jack Benny program next Sunday. Abe Lyman will conduct the orchestra.

Delegation Is Sailing For Radio Conference

(*Continued from Page* 1)

November. Present meeting will have technical delegations representing this country, Canada, Mexico and Cuba who will discuss broadcast and allied problems.

November meeting will have representatives from both North and South America with the ultimate aim of a new radio treaty for the Western World. It is expected that plans for the reallocation of broadcast and short wave bands will be a part of the treaty.

The DIAL

GOLLY, the Roving Reporter, has been signed by Elm City Filling Stations and the College and Loew's Poli Theaters, New Haven, for a two-a-week Man-in-the-Street on Tuesdays and Fridays at one o'clock.

WICC, New Haven, presents a new sustainer Friday at 1:15, Mrs. Harriet Woodruff Rogers, mezzo-soprano, accompanied by Mrs. VanCourt Tapp at the piano.

Charlie Wright of WELI, New Haven, well be emcee on a new Sunday afternoon series entitled "Charlie Wright Presents." Prominent during the half hour variety show will be Vera Cruse, who is also returned to her former berth Sundays at 3:15 after an absence from New Haven. Others will be The Bon Bons, Frank Gargiulo and The Swingsters. "Sundays at Four Thirty" on WELI marks the air debut this Sunday of the Vagabonds Male Chorus of the Yale University Glee Club. Also in the permanent company are Anna Unger Feinstein, Malcolm Parker, and The Partridge Trio, already well known for their performances.

"Nothing But the Truth" is a new sponsored quarter-hour over WHB, Kansas City. Frank Barhydt, WHB publicity head, does the script.

John Schilling, general manager of WHB, conducts a Saturday morning Kangaroo Court to hear cases and assess fines for employees guilty of broadcast boners.

Three weekly quarter-hour Library Programs are being presented now by KCKN, Kansas City, Kas.

Ten lectures on taxes will be aired from WTAR, Norfolk, under auspices of the League of Virginia Municipalities.

"Musical Brevities with Footnotes on Safety," a five-minute feature aired daily at 6:15 p.m. by KTAT, Ft. Worth, shows what can be done in condensing a program. The show crowds in up to three musical numbers from the Standard Library, a brief safety warning with appropriate sound effects as the attention-getter and plugs for the sponsor, the Manning Rubber Co. The program follows a sports broadcast and, consequently, plays to a heavy male audience.

ONE MINUTE INTERVIEW

PAUL WHITEMAN

"I really believe that before this year is out, we shall be tremendously intrigued by some form of television, perhaps only regional. Further, I think that this year is one which in which sound and sight broadcasting will come from around that famous corner."

Chatter

BOBBY NORRIS, sports editor of the Macon Telegraph, took over the daily "BC Sports Review" over WMAZ, Mason, Ga., this week, replacing Marion Bragg, staff announcer who has handled the job for the last eleven months. Change was made in order to give Bragg more time for his "Words and Melody" program for Sears, Roebuck & Co.

Clyde Barrie will substitute for Reed Kennedy, baritone of Heinz "Magazine of the Air" program, on March 19, while the latter views the ice carnival in Toronto.

W. A. Wilson, vice-president and general manager of WOPI, Bristol, Tenn.-Va., turned his office into an emergency studio during the recent flood. Red Cross headquarters were established in the elaborate offices and studios for several days. Wilson handled the mike during the entire drive for raising of funds, food and clothes. Some 25,000 telephone calls were received over four telephone circuits within a six-day period, and it is estimated that more than $28,000 in cash and $125,000 in food, clothing, etc., were collected.

Donald D. Davis, president of WHB, Kansas City, is back home from a two-week business trip to New York and Chicago.

Dr. Charles M. Courboin, WOR console organist, will air his recitals from the American Academy of Arts and Sciences in the future. Academy has a $50,000 organ and is willing to allow Courboin to use it if WOR will pay line charges.

Hazel Hopkins, formerly of WGN, Chicago, is conducting the Young Thespians juvenile show at WDAF, Kansas City.

George P. Rankin, Jr., chief engineer for WMAZ, Macon, Ga., spent the week-end visiting at KWK, St. Louis.

Milton Berle, besides his camera activities, is writing 50 per cent of the gags for the Sunday night WABC "Community Sing" programs on which he is featured.

A half-hour evening broadcast of the dedication of the new Minneapolis Bus Depot was presented over WCCO, Minneapolis and St. Paul. Among the features were W. J. Kay, vice-president of Northland-Greyhound lines, who presented to the mayor of Minneapolis the new terminal. Mayor Thomas A. Latimer accepted the edifice on behalf of the citizens of Minneapolis. Music for the affair was under the direction of Jack Malerich, WCCO Artists Bureau maestro.

Jane Bingley Westerman, WICC (New Haven) secretary, will leave on March 13. She will be married to G. Forrest Riley, a former Dartmouth hockey star, in June.

WJTN, Jamestown, N. Y., capitalized on the recent visit of Lucille Ball, native of Jamestown and now with RKO pictures. Miss Ball appeared on the Rens Movie Column of the Air, sponsored by a local apparel store. Charles Denny is manager of WJTN, and Simon Goldman is in charge of the account.

A new booklet giving coverage maps, territory statistics, etc., came off the press this week for WMAZ, Macon, Ga.

KXBY, Kansas City, has run a permanent line to the K. C. Union Station and uses it for a nightly quarter-hour from the depot lobby on the Vox Pop order.

Barney Carlisle, technician at WDAF, Kansas City, is the father of a boy.

WSM, Nashville, is beginning its own news service, having just contracted for the International News Service. Jack Harris, announcer, is visiting WLW's News Room to gather ideas and data.

WLAC, Nashville, has inaugurated a new daily series of broadcasts from the city traffic court, with the actual trials. Sponsored by H. Cohen Appliance Co.

Hamlin's Wizard Oil of Chicago has purchased KWTO, Springfield, Mo., 15 minutes daily Sunday for 52 weeks, featuring Slim Wilson and his Prairie Playboys, noted Ozarks hillbilly aggregation. Show is aired at 3:30 p.m.

Marla and Ray, popular song duo, will be heard on WHN every Saturday night from 6:45 to 7:00 p.m., beginning Saturday. They were previously heard Wednesday afternoons.

Curly Miller's Ploughboys today are starting a new commercial over WWSW, Pittsburgh, for the Economy Food Store. It is a 15-minute program piped direct from the store six times weekly starting at 11:15 a.m.

MUSIC

A NEW STYLE in non-swing music is being set by Paul Martin and his boys, now being aired from coast to coast over KPO, San Francisco. It's an all brass band, without benefit of drums, saxophones or violins.

Francis Craig, South of Mason-Dixon line maestro, features his own composition "I'll Trade Ya Me for You" over the NBC network via WSM, Nashville. Theme melody of his Monday night at 11:30 broadcasts, "Red Rose," is also his own composition.

The University Women's chorus led by Ruggiero Vene will present Pergolesi's "Stabat Mater" Monday at 9:15-9:45 over WQXR.

Portion of the second act of "Rigoletto" will be broadcast from the New York Hippodrome Friday, March 5, 9-9:30 p.m. via WHN. On Saturday afternoon March 6 "The Barber of Seville" will be aired from the Hippodrome via WHN from 2:45 to 4:30 p.m. Giuseppe Bamboschek will again wield the baton on Saturday after a lengthy absence.

Maestro Guy Lombardo introduces three new tunes on his program of tea-time tunes over CBS March 7 at 5:30. Two of the melodies, "A Message from the Man in the Moon" and "Tomorrow Is Another Day" are from the score of the Marx Brothers' next film, "A Day at the Races." The third is the new English novelty, "On the Isle of Kytchmiboko."

Raymond Paige, musical director of "Hollywood Hotel," and youngest conductor ever to appear in the Hollywood Bowl, will make another appearance during the coming season.

Emil Coleman's son Harry is responsible for many of the musical arrangements heard on his NBC programs.

Dave Broekman, West Coast musical director, will take charge musically of the new "Music of the Continent" program over the Don Lee-Mutual Broadcasting stations to be aired every Friday night. Francisca Del Campon is the vocalist.

During Jack Benny's New York visit the Phil Harris band will remain in Hollywood, filling dance engagements, with Abe Lyman's orchestra substituting for the Harris band in New York.

Rudolf Friml, Jr., scheduled to open at the French Casino with an NBC wire March 30, got his radio chance on Rudy Vallee's Variety program when Vallee played three of his compositions.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

FIRST crocus of spring appearing in the Rockefeller Center sky gardens the other day prompted Charles Le Maire of "Fashion Show of the Air" to invite Irene Hayes, Vogue's flower stylist, to guest-artist on today's broadcast...Posies in their relation to the spring wardrobe will be her subject....Belle Bart, femme astrologer, replaced by Winfield on the Sunday program....Another femme conversant with the heavens is Helene Paul, who will cast horoscope of Muriel Hutchinson of "The Amazing Dr. Clitterhouse" on WINS Theater Guide broadcast this a.m.....Team of vaudeville zanies, "Martha and Hal"....formerly of NBC go WOR-Mutual next week....

▼ ▼

Movie stars and radio celebs going "folksy"....dropping in on "Community Sing" broadcasts.....Martha Raye, Sidney Skolsky, et al, were there last week....According to George Gershwin, Cole Porter and Irving Berlin, all of whom should know, Alice Faye is the nation's top-notch femme song plugger....Royalties from royalty....that should be the slogan of Princess Radziwill.... She's authored 22 tomes, two of which are about the ex-Kaiser's mother and Nicholas II of Russia....She's viewed three coronations and will dramatize crowning of the "Little Father" on Douglas Allan's "Little Moments with Big People" today....Janet Baird, gal commentator of the "Woman's Magazine of the Air," interviewed the De Marcos....He returned the compliment by dancing with her when she visited them at the hotel where they entertain....

▼ ▼

Scribe Dorothy Thompson will guest-artist on the WOR Herald-Tribune Radio League program....Diva Francia White will warble for the St. Louis Municipal opera one week this summer before her European jaunt....Crosby Gaige's cousin, Jane Seymour, currently featured in "The Women", goes guestar on "Kitchen Cavalcade" March 8....Songstress Lucy Munroe has been invited to sing "America" and the "Star Spangled Banner" at the Democratic National Committee Victory Dinner in Washington .....Radio activity addenda.....Irene Wicker (Singing Lady) collects first editions....John Held, Jr. loves string.... says he's achieved two snarls already ....Willie Morris (Musical Camera) is doll-mad....and Victor Arden has a noble collection of old hats.

☆ ☆ COMMENTS ☆ ☆

On Current Programs

Ben Bernie (plus Benny)

Ben Bernie's American Can program, emanating from the west coast over the NBC-Blue network at 9 p.m. EST on Tuesdays, was lifted high into the upper brackets this week by the guest-appearance of Jack Benny. Returning a recent visit by Bernie, the head entertainer of the Jell-O program did a spiel for Bernie that was literally terrific. It was Benny's parthian shot to Hollywood before heading east for a few weeks, and he never was wittier nor more sparkling.

Jack Oakie

Bad material and poor staging, along with other things, is gradually sinking the Camels program, Tuesday nights at 9:30 EST via CBS. Among the "other things" is the fact that Jack Oakie, the master of ceremonies, is somewhat too lackadaisical, a quality that may make him likeable to film audiences but not exactly to radio listeners. This week's program was quite weak in the first half. It picked up in the second stanza, due chiefly to the comedy efforts of Hugh Herbert. Judy Garland, another guest on the program, did nicely in a couple of songs and a bit of patter. The double talk by Shaw and Lee, regular comedy team on the program, has about lost its entertainment value.

Al Jolson

Parkyarkarkus (Harry Einstein), who bowed in on the Al Jolson Show from Hollywood, CBS 8:30-9 p.m. Tuesday night, was unusually well received by the studio audience, and billed as a comedian on his own. With Jolson doing straight, Einstein appears to be pretty much in the same boat as he was on the Cantor show, in so far as working on his own is concerned. However, this is probably the best type of show for "Parky" to work in. Comedian went along very nicely in the spot vacated by Sid Silvers, and off-hand it might be said that Jolson (really a seriously-minded guy around a mike) was too obviously reading his stuff, giving it none of the ad lib flavor that is attached to his other work.

Rushing "Parky" into one of his poetic commercials on the very first program was not exactly a help. Listeners expect these to be very funny and, if there is no great laugh, feel that the comedian was wasting his effort. Jolson and Einstein should do okay. The latter has his following. Al needs to avoid the style of reading that sounds as though he left his glasses at home. Otherwise, this listener is one of those fans that can still hear Jolson doing his songs old and new and love 'em.

"Let's Visit"

Sustaining on WOR, Sunday, 10-10:30 p.m., shows more strength as it goes along, the traveling mikemen ringing the door bell, moving in and holding an impromptu chat. Not being staged gives it a unique quality, thoroughly honest, and perhaps too much so. Nevertheless, the program is deserving of great credit for holding to its original idea. The announcer-interviewers, Jerry Danzig and Jerry Driscoll, have a tough assignment, but prove extremely conscientious. Recent mail test on one show brought well over 3,000 requests to an offer, which seems to indicate the program has something and can draw.

Al Pearce

Al Pearce and His Gang, Ford Dealers' Tuesday night show on CBS, 9-9:30, in addition to the clever work of the male members, have something that has no exact counterpart in their inimitable comediennes, Arlene Harris and Tizzy Lish. Femme characterizations are consistently funny, and set a high standard as to the material and style of delivery. A strong lift, ever pop out of the proverbial box.

Students Will Operate Station KGY for a Day

(Continued from Page 1)

school students of Olympia will completely manage and operate the station for the full 16 hours it is on the air.

Phil K. Erickson, high school journalism instructor, who directs the school's radio programs each Wednesday, has arranged with Taft to have his students take over every detail of the day's broadcasting, except the actual operation of the transmitter. Students will sign the station on the air at 7 a.m. and sign it off at 11 p.m. During that time they will announce all the intervening programs, including ten newscasts. They will also write all commercial continuity, manage the offices and do other routine work. In addition, several student groups are preparing special programs to be broadcast from the studios during the day and evening.

This is believed to be the first time that any radio station has ever been turned over completely to a high school class for full day's operation.

☆ STATION FLASHES ☆

WWL is angling for a coast-to-coast CBS hookup on the celebrated pirogue races to be held in the bayou country below New Orleans here on May 1. The prizes will be raised from the $150 of last year to $500 and a line will be run from the station to the bayous where Jimmie Wilson and Henry Dupre will announce the race.

KCKN, Kansas City, Kas., has started a series of weekly private auditions to discover new talent. The tests have been advertised for two weeks in the Daily Kansan the newspaper operating the station. Ellis Atterbury general manager of the station; Karl Willis, program director; Ruth Royal, and Elmer Horton, publicity director, pass on the talent.

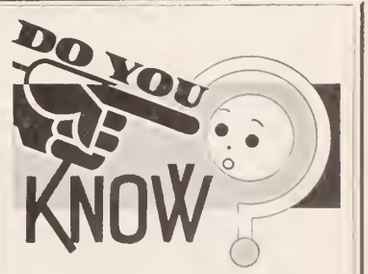
Affiliation of KIRO, Seattle, with the CBS network is to take place early next fall, according to Louis K. Lear, president of Queen City Broadcasting Co. KIRO will be built to New York requirements, including an increase to full-time output, 1,000 to 5,000 watts. H. J. Quillan is station manager.

10 Shows Are Added By WXYZ in Detroit

(Continued from Page 1)

sponsorship, according to Charles C. Hicks, manager of the salse promotion department.

The additions give WXYZ a total of 53 commercial shows created and produced in its own studios every week. Of this number, 18 are half-hours and 35 are quarter-hour programs. This is exclusive of duets, trios, comedy skits and other commercial periods not requiring special production, nor does it include the schedule of specially produced sustaining programs released daily by WXYZ for Detroit and the Michigan Radio Network.



For the first time in the history of radio, Germany topped Great Britain by a slight margin in number of registered radio receiving sets when the registrations reached 8,167,597 sets at the beginning of this year, as against 7,937,907 on Dec. 1, 1936.



KMPC puts a new twist to the amateur show by its new program, "Artists for a Day," with all juvenile amateurs, to be a regular Sunday afternoon feature. Jack McEvoy directs, extends audition invitations to boys or girls from 6 to 21 "with a song in the heart or an idea in the head."

7 Up Bottling Co., San Diego, has contracted with Earnshaw Radio Productions for 120 of the Count of Monte Cristo discs for KFSD. 7 Up of St. Louis last week placed order for 130 of same series. Schaffer Stores Co., Schenectady, have signed for 26 "Radio Short Stories" transcriptions for WGY, and United Baking Company has taken 104 "Chandu" discs for same station.

General Cigar (William Penn), through Kastor agency, has signed for 130 one-minute transcriptions, twice daily, five days a week, on KHJ.

Lloyd Yoder, West Coast publicity director for NBC, is in Hollywood.

Dick Mooney, manager of Hollywood offices for Radio Features Service, is off to New York to stay through the summer with the New York offices. Irving Parker will rule here in his stead.

Lou Kosloff, who up to the time Buddy Rogers left for London was a mere Man Friday on the Twin Stars program, has done right well by himself in making the most of his chance. For one thing, he grabbed the most coveted orchestra invitation of the season, to play for the swank Turf Club dinner (Santa Anita track).

Bathasweet, placed by the H. M. Kiesewetter agency, has signed for 39 three times a week news commentary programs to go out over seven of the Don Lee chain stations, starting March 15. Stations to carry will be KHJ, KFRC, KGB, KBD, KDON, KXO and KGDM.

How colleges find dates for bashful students will be aired in Sunday's California Hour (Chain Stores of California) when officials of Santa Barbara State College Official Date Bureau will "tell all."

Bill Ray, Business manager and for a long time connected with the commercial department of Warner Bros.' KFWB, has gone over to bossing the productions for the station's new studios, launching on a series of elaborate presentations in its new radio theater. This week's new programs included Gus Edward's School Days and Eddie Peabody's shows.

Tomlin Music Firm

Pinky Tomlin has formed his own music firm, 20th Century Melody, to publish his latest song number, "The Love Bug Will Get You If You Don't Watch Out." Tomlin will be on the Bing Crosby program tonight.

NBC ANNOUNCER COMMITMENTS

Commercial Accounts

Assignments listed below are on network and spot broadcast shows originating in New York studios only. Special announcer assignments such as Graham McNamee for Spud cigarettes, are not included.

Announcer, Program Title and Sponsor	Products	Network Days	Time of Broadcast (E.S.T.)
GEORGE ANSBRO (Day off Saturday)			
Mrs. Wiggs of the Cabbage Patch (American Home Products)	Floor wax, nose drops	Daily, except Sat. and Sun.	10:00-10:15 a.m. 1:30-1:45 p.m., repeat
FORD BOND (Day off Saturday)			
David Harum (B. T. Babbitt)	Cleanser	Red—Daily, exc. Sat. and Sun.	11:00-11:15 a.m.
Just Plain Bill (American Home Products)	Anacin, Bisodol	Red—Daily, exc. Sat. and Sun.	10:30-10:45 a.m.; 1:45-2:00 p.m. repeat
Easy Aces (American Home Products)	Anacin	Blue—Tues., Wed., Thurs.	7:00-7:15 p.m.
Vox Pop (Molle)	Shaving cream	Red—Tues.	9:00-9:30 p.m.; 11:15-11:30 p.m., repeat
Manhattan Merry-Go-Round (Sterling Products Co.)	Dr. Lyons toothpowder	Red—Sun.	9:00-9:30 p.m.
Broadway Merry-Go-Round		Blue—Wed.	8:00-8:30 p.m.
Allegheny Metal Show (Allegheny Steel Co.)	Stainless steel	Blue—Fri.	7:15-7:30 p.m.
Cities Service Concert Orchestra (Cities Service Co.)	Gas, oil	Red—Fri.	8:00-9:00 p.m.
Thatcher Colt Mysteries (Packers Mfg. Co.)	Tar soap	Red—Sun.	2:30-3:00 p.m.
NELSON CASE (Day off Sunday)			
Hour of Charm (General Electric Co.)	G.E. products	Red—Mon.	4:00-4:30 p.m.
Husbands and Wives (Lamont-Corliss)	Ponds cream and powder	Blue—Tues.	9:30-10:00 p.m.
Saturday Night Party (National Dairy Products, Inc.)	Ice cream, milk	Red—Sat.	8:00-9:00 p.m.
HOWARD CLANEY (Day off Thursday)			
Voice of Firestone (Firestone Tire & Rubber Co.)	Tires	Red—Mon.	8:30-9:00 p.m.; 11:30-12:00 mid., repeat
Log Cabin Dude Ranch (General Foods)	Syrup	Blue—Tues.	8:00-8:30 p.m.; 11:30-12:00 mid., repeat
The Famous Actors' Guild (Sterling Products)	Bayer aspirin	Blue—Wed.	8:30-9:00 p.m.
American Album of Familiar Music		Red—Sun.	9:30-10:00 p.m.
Waltz Time (Sterling Products)	Phillips Milk of Magnesia	Red—Fri.	9:00-9:30 p.m.
Metropolitan Opera Auditions of the Air (Sherwin-Williams)	House paint	Red—Sun.	3:00-3:30 p.m.
Frank Chapman & Gladys Swarthout (Nat'l Ice Adv., Inc.)	Ice and refrigerators	Red—Wed.	10:30-11:00 p.m.
JOHN P. COSTELLO (Day off Tuesday)			
The R. & R. Revellers (Richardson & Robbins)	Boned chicken	WJZ—Mon. Wed., Fri.	6:35-6:45 p.m.
Iodent Dress Rehearsal (Iodent Chemical Co.)	Toothpaste	Red—Sun.	11:30-12:00 noon
Borden Special Edition (Borden Farm Products Co.)	Milk	WEAF—Fri.	1:30-2:00 p.m.
MILTON J. CROSS (Day off Wednesday)			
The Singing Lady (Kellogg Co.)	Cereal	Blue—Mon. thru Thurs.	5:30-5:45 p.m. 6:30-6:45 p.m. (WOR)
Singing Lady Musical Plays		Fri.	5:15-5:45 p.m.
Metropolitan Opera Series (Radio Corporation of America)	RCA products	Blue—Sat.	afternoon
Magic Key of RCA		Blue—Sun.	2:00-3:00 p.m.
General Motors Concerts (General Motors Corp.)	Cars	Red—Sun.	10:00-11:00 p.m.
NEEL B. ENSLEN (Day off Sunday)			
Lowell Thomas—Today's News (Sun Oil Co.)	Gas, oil	Blue—Daily, exc. Sat. and Sun.	6:45-7:00 p.m.
WILLIAM FARREN			
Kitchen Cavalcade (C. F. Mueller Co.)	Macaroni	WJZ—Daily, exc. Sat. and Sun.	10:45-11:00 a.m.
Melody Matinee (Smith Bros.)	Coughdrops, syrup	Red—Sun.	1:30-2:00 p.m.
Musical Camera (International Silver)	Silverware	Red—Sun.	4:30-5:00 p.m.

(*Continued on Page 7*)



NILES TRAMMELL, NBC chief giving dinner to Chi. radio scribes at the Tavern Club on March 8 for a general discussion of '37 broadcasting affairs.

M-G-M film scout Ben Jacobson in town and giving ogle to Les Tremayne, WBBM actor, and Rosemary Dillon, songstress, as pix possibles.

Art Kemp, eastern rep for CBS west coast stations, is in the city.

H. K. Boice, vice-president in charge of CBS sales, in town for spell.

Gertrude Niesen is so sold on CBS musical director Carleton Kelsey that she wants him to affix his sig to a contract.

Al Goodwin is the youngest member of the Columbia press department, having just marked his 21st milestone.

Maple City Four, NBC novelty quartet, back on new air time following return from the camera camps of Hollywood. Boys will be heard at 6:45 p.m. CST over WENR each Saturday beginning March 6, with Peter Hand Brewing as sponsor.

Alfred Wallenstein will guest conduct the "Voice of Firestone" featuring Richard Crooks when show originates in Chicago on Monday, March 8, at 7:30 p.m., CST, over the NBC-Red net.

Truman Bradley, WBBM commentator, will emcee the giant Chicago Charter Jubilee show tonight, March 4, at the Chicago Stadium.

Talent for Griffin Show

Talent announced by Griffin Mfg. Co., Brooklyn (All-White cleaner) for its new series to begin on 30 NBC-Blue stations, Mondays, 7-7:30 p.m., on May 17 will include Jean O'Neill, Barry McKinley, Tune Twisters, and Hugh Barrett and his orchestra. Sponsor has used spot radio extensively in the past but this is the first network venture. Web includes WSAI when time is available on station. Contract signed for 52 weeks through Bermingham, Castleman & Pierce, Inc., New York.

Prizes for Stories

J. B. Ford Co., in its new series to begin on CBS, March 2, 2-2:15 p.m., will offer $25 for the best human interest stories submitted by the radio audience which can be dramatized for the Ford "Tell Us Your Story" program.

Richards Replaces Solomon

Stephen Richards and his orchestra, heard broadcasting from the Hollywood Restaurant twice weekly, on Thursdays from 10 to 10:30 p.m., and on Saturdays from 9:30 to 9:45 p.m. Richards replaces Sid Solomon and his orchestra.

NBC ANNOUNCER COMMITMENTS

Commercial Accounts

(Continued from Page 6)

Announcer, Program Title and Sponsor	Products	Network Days	Time of Broadcast (E.S.T.)
JOHN G. FRASER (Day off Saturday)			
Esso Reporter (Standard Oil Co. of N. J.)	Gas, oil	WEAF—Daily, exc. Sun.	8:15-8:20 a.m.
Edward McHugh, the Gospel Singer (Procter & Gamble)	Ivory Soap	Blue—Daily, exc. Sat. and Sun.	11:45-12:00 noon
Personal Column of the Air (Procter & Gamble)	Chipso	Blue—Mon. thru Fri.	11:15-11:30 a.m.
		Red—Mon. thru Thurs.	2:45-3:00 p.m.
BEN GRAUER (Day off Thursday)			
Sweetest Love Songs Ever Sung (Sterling Products)	Phillips toothpaste	Blue—Mon.	8:30-9:00 p.m.
The Mystery Chef (Regional Advertisers, Inc.)	Gas for cooking	Red—Tues. and Sat.	11:30-11:45 a.m.; 1:00-1:15 p.m., repeat
The Hit Parade (American Tobacco Co.)	Lucky Strike cigarettes	Red—Wed.	10:00-10:30 p.m.
Irene Rich (Welch Grapejuice)	Grapejuice	Blue—Fri.	8:00-8:15 p.m.
Magic Key of RCA (Radio Corp. of America)	RCA products	Blue—Sun.	2:00-3:00 p.m.
Bakers Broadcast (Standard Brands)	Bakery goods	Blue—Sun.	7:30-8:00 p.m.
Real Silk Program (Real Silk Hosiery Mills)	Hosiery	Blue—Sun.	10:00-10:30 p.m.
The Shell Show (Shell Oil Co.)	Gas, oil	Red—Sat.	9:30-10:30 p.m.
GENE HAMILTON (Day off Monday)			
Beneath the Surface (Hudson Coal Co.)	Coal	Red—Sun.	2:00-2:30 p.m.
ALOIS HAVRILLA (Day off Tuesday)			
Dream Singer with Al and Lee Reiser (Thos. J. Lipton)	Tea	WEAF—Mon. Wed. and Fri.	12:30-12:45 p.m.
Snow Village (Loose-Wiles Biscuit Co.)	Crackers	Red—Sat.	9:00-9:30 p.m.
Woodbury's Rippling Rhythm Review (Jergens-Woodbury Sales Corp.)	Soap, face powder	Blue—Sun.	9:15-9:45 p.m.
EDWARD J. HERLIHY (Day off Wednesday)			
Fox Fur Trappers (I. J. Fox, Inc.)	Furs	WEAF—Thurs.	7:45-8:00 p.m.
GEORGE F. HICKS (Day off Tuesday)			
Esso Reporter (Standard Oil Co. of N. J.)	Gas, oil	WEAF—Daily, exc. Sun	6:15-6:20 p.m. 11:00-11:05 p.m.
		WJZ—Daily, exc. Sun.	6:00-6:05 p.m. 11:00-11:05 p.m.
Death Valley Days (Pacific Coast Borax)	Cleaning powder	Blue—Fri.	8:30-9:00 p.m.
Saturday Night Party (National Dairy Products, Inc.)	Ice cream, milk	Red—Sat.	8:00-9:00 p.m. 7:30 p.m. annc't
Echoes of New York Town (Cons. Edison Co. of N. Y.)	Utilities	WJZ—Sun.	6:00-7:00 p.m.
ALAN KENT (Day off Sunday)			
Esso Reporter (Standard Oil Co. of N. J.)	Gas, oil	WEAF—Daily, exc. Sun.	6:15-6:20 p.m. 11:00-11:05 p.m.
		WJZ—Daily, exc. Sun.	6:00-6:05 p.m. 11:00-11:05 p.m.
Follow the Moon (Jergens-Woodbury Sales Corp.)	Soap, cosmetics	Red—Daily, exc. Sat. and Sun.	4:30-4:45 p.m.
Universal Rhythm with Rex Chandler (Ford Motor Co.)	Cars	Blue—Fri.	9:00-9:30 p.m.; 12:00-12:30 a.m., repeat
DONALD H. LOWE (Day off Saturday)			
How To Be Charming (Sterling Products)	Phillips face cream	Red—Mon. Wed. and Fri.	11:30-11:45 a.m.; 12:30-12:45 p.m., repeat
Krueger's Musical Toast (Krueger Brewing Co.)	Beer	Red—Mon.	10:30-11:00 p.m.
The Wife Saver (Manhattan Soap Co.)	Sweetheart Soap	Red—Tues. and Thurs.	11:45-12:00 noon
Modern Romances (Modern Magazine)	Magazine	Blue—Wed.	2:00-2:30 p.m.
The Original Tastyeast Jesters (Tastyeast, Inc.)	Health bar	Blue—Tues., Wed. and Thurs.	7:15-7:30 p.m.
STUART METZ (Day off Monday)			
Esso Reporter (Standard Oil Co. of N. J.)	Gas, oil	WEAF—Daily, exc. Sun.	8:15-8:20 a.m. 1:00-1:05 p.m.
		WJZ—Daily, exc. Sun.	7:55-8:00 a.m. 12:25-12:30 p.m.

(Continued on Page 8)

WHO READS RADIO DAILY

STATIONS

SPONSORS

STARS

ADVERTISING AGENCIES

RADIO EDITORS

MUSIC PUBLISHERS

RADIO ENGINEERS

PROGRAM PRODUCERS

TALENT AGENCIES

MOTION PICTURE EXECUTIVES

EQUIPMENT MANUFACTURERS

SONG WRITERS

BAND LEADERS

EVERY DAY

ANNOUNCERS

VINNIE RICHARDS, former tennis champion, has been re-signed by WOR as a special commentator to air all major tennis matches of the coming season. First broadcast will be March 24, when Richards will describe the match between Perry and Tilden. Following dates include: North American Zone Finals; Wightman Cup Play; National Men's and Women's Championships and Nat'l Men's Doubles Championships.

Jerry Lawrence will work with Dave Driscoll in describing the finals of the Golden Gloves bouts over WOR and the Mutual network on Monday from 11:15 p.m. until the end of the matches.

Bill Brundige, formerly with WDOD, is now announcing at WSIX, Nashville, replacing Fred Scott, resigned.

Bob Seal, who recently joined the announcing staff of WCOL, Columbus, after nine years in Hollywood, will chatter about Hollywood studios and stars, preview, and review current movies in the city, in a new radio series called "Lights, Sound, Camera!" at 6:30 p.m., to be heard Monday through Friday, and on Saturday at 10 a.m. He will also answer as many written questions about Hollywood as time will permit.

Three NBC Programs Conclude This Month

(*Continued from Page* 1)

NBC-Red with "Melody Matinee" Sundays, 1:30-2 p.m., will end their winter campaigns. On the 31st, Modern Magazines on a special network of NBC-owned and operated stations with "Modern Romances," Wednesdays, 2-2:30 p.m., makes its final broadcast.

Don Albert With Flippen

Don Albert and his orchestra will now be heard on Col. Jay C. Flippen's Airfinds program presented via WHN on Thursdays. Albert is scheduled to start today.

$200,000 on WFIL

Philadelphia—It is estimated that about $200,000 will be spent on the new studios of WFIL, local outlet for the Mutual system. Bids have been asked from contractors and actual work is to start March 10. The new quarters are on the top floor of the Widener Bldg. at Broad and Chestnut streets in the heart of the downtown section. There will be four studios, each with individual control and a large central or master control, and they are expected to be ready for occupancy in July. Chief Engineer Frank Becker is supervising construction.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 7 of a Series.

KTUL—Tulsa

1000 *Watts Day,* 500 *Watts Night*—1400 K.C.

J. T. GRIFFEN, Pres. WM. C. GILLESPIE, V.-P., Gen. Mgr.
FENTON JEFFERS, Station Mgr.

KTUL, only full time broadcasting station in Tulsa, is owned and operated by the Tulsa Broadcasting Co., Inc. Established Jan. 22, 1934, KTUL possesses a primary coverage of approximately 40 miles which includes 9 counties and 78,400 radio homes.

KTUL is an affiliated CBS station. Its offices and studios are located in the National Bank of Tulsa building, covering the entire twenty-first floor. Transmission facilities are located at 3815 South Newport Ave., Tulsa. For its third anniversary, the station installed new equipment and added one studio to their set-up. Its primary and secondary coverage now includes 32 counties with an estimated 356,822 radio homes.

It is the only full time broadcast station in Northeastern Oklahoma, as well as Tulsa, and airs daily from 6:45 a.m. until midnight. In an impartial survey recently conducted by an advertising agency, it was ascertained that from 68 to 75 per cent of the total listeners in this territory prefer KTUL. Advertisers have been quick to realize the importance of the three year old station. At present there are 55 national and 126 local commercials being heard over KTUL.

W. C. Gillespie heads a staff of 160 people now employed by KTUL. Others include Duke Murta, promotion and publicity director, Roderick Cupp, program director, Lawson Taylor, sales manager, Eugene Loffler, production, and Charles E. Bush, continuity editor.

Among the outstanding programs which have been aired over KTUL are: Barnsdall Variety Show, first CBS chain program ever to originate in the Southwest; Froug Amateur Hour, a program that drew 23,000 letters in six weeks; Inquiring Reporter, with the help of a contest, drew 87,000 letters in four weeks; 55 leading CBS commercials and the pick of the network's sustaining shows.

NBC ANNOUNCER COMMITMENTS

(*Continued from Page* 7)

Announcer, Program Title and Sponsor	Products	Network Days	Time of Broadcast (E.S.T.)
Betty Moore Triangle Club (Benjamin Moore & Co.)	Interior decorating	Red—Thurs.	11:30-11:45 a.m.
The Honeymooners (Olson Rug Co.)	Rugs	WEAF—Tues and Fri.	9:45-9:55 a.m.
Song Memories (Julius Grossman)	Shoes	WJZ—Sun	12:00-12:15 p.m.
CHARLES O'CONNOR (Day off Sunday)			
Russ Morgan & Phil Duey (Philip Morris Co.)	Cigarettes	Red—Tues.	8:00-8:30 p.m.; 11:30-12:00 mid., repeat
Irene Rich (Welch Grapejuice)	Grapejuice	Blue—Fri.	8:00-8:15 p.m.
True Story Court of Human Relations (McFadden Publications)	Magazine	Red—Fri.	9:30-10:00 p.m.; 12:30-1:00 a.m. repeat
HOWARD PETRIE (Day off Saturday)			
Tim Healy—News Commentator (Procter & Gamble)	Ivory Soap	Blue—Daily, exc. Sat. and Sun.	9:45-10:00 a.m.
The O'Neills (Procter & Gamble)	Ivory Flakes	Red—Daily, exc. Blue—Sat. & Sun.	3:45-4:00 p.m. 11:00-11:15 a.m.
Cities Service Concert Orchestra (Cities Service Co.)	Gas, oil	Red—Fri.	8:00-9:00 p.m.
The Gospel Singer (Procter & Gamble)	Ivory Soap	Blue—Tues and Thurs.	11:45-12:00 noon
LYLE VAN (Day off Saturday)			
Jerry Cooper, Songs (Procter & Gamble)	Drene shampoo	Red—Wed. Blue—Thurs.	7:45-8:00 p.m.
Sweethearts of the Air (Humphreys Homeopathic Remedies)	Tonic	Blue—Tu., Thurs. Blue—Sun.	5:45-6:00 p.m. 10:15-10:30 a.m.
Musical Camera (International Silver Co.)	Silverware	Red—Sun.	4:30-5:00 p.m.
ROBERT WALDROP (Day off Friday)			
J. Alden Edkins (Griswold Mfg. Co.)	Aluminum ware	Blue—Sun.	8:45-9:00 a.m.

Coming Events

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

March 15-22: North American Radio Conference, Havana, Cuba.

April 6: Radio Corp. of America annual stockholders meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

May 2-8: National Music Week; David Sarnoff, chairman.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 21-24: Seventh Credit Congress of Industry, Chicago.

Northwest Stations Join in 25 Dramas by Students

(*Continued from Page* 1)

Minneapolis and St. Paul Automobile Associations. Stations WEBC, Duluth; KROC, Rochester, and WFMG, Hibbing, will also participate in the broadcasts.

All high schools in Minneapolis and St. Paul, and ten schools in smaller Minnesota towns, are to broadcast dramas. The scripts are to be written by students in the English classes, while the dramatic arts students will perform the dramas on the air.

Not only will the broadcasts make the high school safety conscious, but they also offer the students an opportunity for actual experience in radio writing and producing.

Last week, 75 representatives of the Minnesota high schools were guests of WCCO at a luncheon in the Nicollet Hotel when the plans were discussed. It was stated by school representatives at that time that the project represents the most extensive tie-up of high schools with a radio station ever attempted in the state.

At the same meeting, a dramatic cast under the direction of Winthrop Orr, WCCO assistant production head, presented a sample drama for the representatives.

Each drama will be based on an actual traffic mishap, summaries of which have been prepared by Judge Hall.

Mrs. Healey for Films

Mrs. Francis Healey, wife of the NBC publicity staff member, has signed a long-term contract with 20th Century-Fox and will leave for Hollywood on March 17. Elizabeth Palmer will be her screen name.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 18 | NEW YORK, FRIDAY, MARCH 5, 1937 | FIVE CENTS

Mrs. Roosevelt Is Signed

First Lady Returns to the Air in April for 13 Programs Sponsored by Ponds Over the NBC-Blue Network

Mrs. Franklin D. Roosevelt will return to the air the middle of April over the NBC network for a series of 13 programs of comments on current news, glimpses of the nation's capital and news of the White House. Program will be sponsored by Lamont, Corliss & Co. (Pond's cosmetics), the same firm that aired Mrs. Roosevelt in 1932-1933. Compensation paid to her will be turned over to the American Friends Service Committee. Exact time, day and NBC network will be announced later. There is a possibility that Ponds will use the present time period which is being used by the same sponsor for the "Husbands and Wives" program on NBC-Blue, Tues-

(Continued on Page 5)

FISHER GUILD SERIES ON 51 CBS STATIONS

Fisher Body Craftsman's Guild on March 10 will sponsor a series of four quarter-hour programs on 51 CBS stations to announce the 1937 Guild competition. The first program will be heard Wednesday at 7:30-7:45 p.m. Succeeding programs will be heard March 12, 17 and 19. A repeat broadcast for West Coast listeners will be made at 10:45 p.m.

W. A. Fisher, president of the Guild and vice-president of General Motors, will announce the details, this year's awards totaling $80,000 in university scholarships, cash, and trips to the seventh Guild convention. Capt. Eddie Rickenbacker, with Jean Paul King, will also be heard on the first program. The second program of the series will feature Ted Husing. Arthur Kudner, Inc., New York, placed the account.

Tastyeast Continuing For Another 13 Weeks

Without announcement Tastyeast, Inc., Trenton, N. J. (yeast candy), has changed its plans again. Instead of signing off on March 25 as previously reported, sponsor has signed a new 13 week contract for a Tuesday, 7:15-7:30 p.m. spot on the basic NBC-Blue network of 21 stations. The series began March 2. Peck Advertising Agency, Inc., New York, has the account.

Met. Opera Spring Tour On the Air As Sustainer

NBC announced definitely yesterday that the Spring road tour of the Metropolitan Opera Association would be on the air as sustaining

(Continued on Page 2)

New Vic & Sade Time

The NBC-Red network evening spot for "Vic & Sade" will be Wednesdays, 7:45-8 p.m., beginning March 10. Sponsor, Procter & Gamble, will use WMAQ and WEAF in the hookup.

Web was formerly used by Jerry Cooper for Drene, another P. & G. product, signed off on March 3.

Compton Advertisinq, Inc., New York, handles the account.

Job Clinic Clicks

Des Moines — "Opportunity Knocks," the new KRNT job clinic session presented for the first time last Wednesday night, with three unemployed persons interviewed, brought a flood of phone calls from employers and had the three placed almost immediately, one in a print shop, the second as a grocer's clerk, the third as a housekeeper. Five other offers of jobs were received after the trio was hired. A flurry of entries from job-hunters following the debut broadcast has the program schedule filled for seven weeks in advance.

FURGASON & ASTON SIGN WQAM FOR N. Y. OFFICE

New York office of Furgason & Aston, Inc., has signed station WQAM, Miami, formerly represented in this city by Craig & Hollingbery. This outlet makes 14 to be represented out of the New York office of F. & A., with the Chicago office representing 16 stations. Chi. branch already represents WQAM there.

Campana Sales Dropping Dreskin Series April 4

"Grand Hotel," sponsored by Campana Sales Co., Batavia, Ill., (Dreskin), will discontinue its NBC-Red network program, Sundays, 3:30-4 p.m., after the April 4 broadcast. Sponsor is a consistent network advertiser but ususally is off the air during the warm months.

NEW MEASURE WOULD CURB ENDORSEMENTS

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — A bill introduced in Congress yesterday would require radio stars and celebrities personally endorsing sponsors' products to state specifically at the start of the program what product they are advertising and include the remuneration they are receiving for doing so. Congressman Paul H. Maloney, (Dem., Louisiana) who introduced the measure, did not divulge its sponsor. It was later referred to the House Interstate and Foreign Commerce Committee.

Congressman Maloney stated "That it was about time the American public was enlightened to the fact that most of the celebrities advertising products over the radio never used

(Continued on Page 2)

Packer Tar Soap Renews "Thatcher Colt" on NBC

Packer Tar Soap, Inc., New York (Tar soap), is renewing the "Thatcher Colt Mysteries" program on the 31 NBC-Red network stations, Sundays, 2:30-3 p.m., for 26 weeks, effective April 4. The renewal enlarges the station list to include the West Coast Red network and Red Mountain groups. Stack-Goble Advertising Agency, New York, has the account.

INCREASE IN EXPORTS ON RADIO APPARATUS

By MILTON F. LUNCH
RADIO DAILY Staff Correspondent

Washington—Exports of radio apparatus from the U. S. increased more than $500,000 in one month compared to last year, was revealed yesterday by the Commerce Department's Divi-

(Continued on Page 3)

Bill Asks Protection For Music Arrangers

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Conductors who prepare special arrangements of musical compositions for radio, films, etc.,

(Continued on Page 5)

Two New Spots, 9 Renewals For Webster-Eisenlohr Co.

Pretentious New Series Starts Sunday at KMOX

St. Louis—Union Electric & Power Co., St. Louis, inaugurates a new series of half-hour dramatic programs with music, "The Land We Live In," over KMOX on Sunday. These are said to be the most pre-

(Continued on Page 3)

Webster-Eisenlohr Co., New York (Girard, Cinco, Henrietta, & Tom Moore cigars) within the next six weeks is starting two new spot programs in Cleveland and Kansas City, and will place 13-week renewals for nine other stations throughout the country. Sponsor has about 25 stations on his spot schedule. On March

(Continued on Page 5)

No Publicity Gag

William Kaiser, the man with the wooden legs he built himself, scheduled to appear on NBC's "We, The People" program Sunday, notified Phil Lord's office yesterday that he would be unable to appear because he fell and broke a leg—the stub of a real leg. Young & Rubicam, agency handling the show for General Foods, swears it is not a press agent stunt.

RADIO DAILY

Vol. 1, No. 18 Fri., Mar. 5, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Thursday, Mar. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180¼	179½	179½	— ⅜
Crosley Radio	25	24½	25	+ ⅛
Gen. Electric	61	60⅛	60⅞	+ ⅛
North American	30⅞	29⅞	29⅞	+ ⅛
RCA Common	11⅞	11⅝	11¾	.....
RCA First Pfd.	77¾	77⅛	77⅛	— ¼
RCA $5 Pfd. B		(100 Bid)		
Stewart Warner	19	18¾	18¾	— ¼
Zenith Radio	39½	37	38⅞	+ ⅞

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	.....
Majestic	4½	4½	4½	+ ⅛
Nat. Union Radio	3⅛	2⅞	2⅞	— ¼

OVER THE COUNTER

	Bid	Askcd
CBS A	50	52
CBS B	49½	51½
Stromberg Carlson	17½	18½

National Recording Co. Producing Radio Shows

National Recording Co. is now functioning as a radio production unit. Radio script shows are being built for Billy K. Wells, Irving Kauffman and a choral group of girls. W. J. Duffield is the producer in association with National Recording.

Preparing Kid Serial

Paris & Peart Agency has appointed the producing firm of McKnight and Jordan, Inc., to prepare a 15-minute transcription serial for kids entitled "The Adventures of Big Bill Baker" for A. & P. Bread. Program released for WMAQ, Chicago, three times weekly and will be expanded to other spots.

MARTIN BLOCK'S
"MAKE-BELIEVE BALLROOM"
A WNEW FEATURE
1250 Kc.
10 to 11 A.M. - - - 5:30 to 7 P.M.

NBC Issues Sales Promotion Booklet

In the mails yesterday NBC sales promotion division delivered its most pretentious piece of promotion material to be dispatched to the trade this year. Piece is a 20-page 10" x 14" booklet in varied colors with the front caption, "Now 117 NBC Stations".

Book is really a station relations success story reiterating the job Lenox R. Lohr has done to build the NBC-Blue network into a coast-to-coast chain and plug up the weak spots in the NBC-Red chain, since he became NBC president in Jan. 1936. Thirty stations have been signed to the NBC web in the past 14 months says the booklet, most of them to the Blue net. Maps showing the location of Blue and Red stations are given on individual maps.

Details as to wattage, kilocycles, network affiliation, coverage, etc. for all the new stations is a part of the brochure. Last page sums up the technical improvements of NBC affiliates. Seventeen stations have installed new transmitters, 20 constructed new antennas, and 16 have been granted power increases by the FCC in the past 14 months.

Third Sanford Series Starts Sun. on WNEW

Sanford-Bigelow Carpet Co. is starting three series of programs over KNEW on Sunday. Program will be aired 10-10:15 a.m. and will feature the philosophy of an old-time loom worker. Show will be called "The Weaver."

"Hollywood Room Recipes," a series of transcribed programs broadcast all over the country by dealers, now has 102 sponsors. The third series, also in transcription form, features Teddy 'Blubber' Bergman. This program makes its New York debut March 9 over WNEW at 8 p.m. and will be heard every Tuesday and Wednesday thereafter. Bergman will appear on the first program only in person.

Three New Sponsors Are Signed by WCCO

Minneapolis—Three sponsors have signed new programs on WCCO, Minneapolis and St. Paul. All are placed locally.

Geo. A. Hormel Co., through B. B. D. & O.'s Minneapolis office, is sponsoring a noon-time dance program three times weekly. Featured soloist is Jacob Heiderick, violin virtuoso and member of the Minneapolis Symphony Orchestra. The broadcasts are for 15 minutes.

Through Olmsted - Hewitt, Inc., the B. F. Nelson Mfg. Co., makers of Nelson Roofing, will sponsor weather reports nightly at 10:35 p.m. over WCCO.

"Axel, the Newscaster," played by Clellan Card, popular WCCO announcer, performs each Monday, Tuesday, Thursday and Saturday at 8:30-8:45 a.m. for Red Owl Food Stores. B. B. D. & O., Minneapolis, is in charge.

WDGY Coverage Chart

Minneapolis — A new coverage chart, for distribution gratis to advertising agencies and sponsors, has been issued by WDGY, it is announced by Edward P. Shurick, assistant general manager. A survey of Twin City radio also is included in the booklet.

Met. Opera Spring Tour On the Air as Sustainer

(Continued from Page 1)

feature. Program will be aired over the NBC-Red instead of the Blue as is the present series, sponsored by RCA. NBC believes that listeners to the Red network should be allowed to hear the Met through their local stations. It is also a gesture by NBC to stations on the coast-to-coast Red web.

Three programs in all will be picked up. Two from Boston on April 3 and 10, and one from Cleveland on April 17. The regular Met-RCA series will conclude on March 27.

Carlton Smith to Talk On NBC Symphonic Hour

Chicago — Carleton Smith, well-known music writer, lecturer and critic, has been selected for the role of commentator on the new Chicago NBC Symphonic Hour, a weekly 60-minute feature including 125 choristers, musicians and singers under the direction of Roy Shield, music chief of the NBC central division, to be inaugurated tonight over the NBC-Blue network at 11 o'clock E.S.T.

Smith writes a monthly article on music for "Esquire" Magazine, is a music editor of Radio Guide, a member of the editorial staff of Music News and a frequent contributor to the music department of the New York Herald-Tribune. He has been heard often over NBC networks as a commentator on music.

English-French Time Set on Canadian Nets

Ottawa, Ont.—Hon. C. D. Howe, Minister of Transport, announces the division of radio program time of the Canadian Broadcasting Corp. between French and English, as 13 hours and 45 minutes per week to French in the Province of Quebec, compared to 9 hours and 45 minutes to English. In national network, 1 hour and 15 minutes in French outside of Quebec, and 11 hours and 45 minutes to English. Eastern network has 5 hours and 45 minutes in English; Midwest has 2 hours, and Western 13 hours.

COMING and GOING

TOM MOORE leaves New York today for the west coast, where he plans to open offices for the production of radio, screen and stage plays.

OTTO KRUGER has arrived in New York from Hollywood and is stopping at the Warwick. He will do a few guest appearances on the air.

RICHARD E. O'SHEA, WNEW vice-president, flies tonight to Florida for a two-week vacation.

FRED WEBER, general manager of Mutual, is in Oklahoma City today; in Chicago tomorrow and returns to New York on Tuesday.

BILL SWANSON, Boston society orchestra leader, is in New York organizing men for radio and personal appearance dates.

JIM WADE of Furgason & Aston, returned from Florida holiday.

DAVE LIPTON is back from Chicago, where he worked out the Major Bowes local details.

THELMA ALPERT arrives in New York today from Boston, visiting brother Mickey, and sails tomorrow for a three-week cruise to the West Indies.

Measure Introduced To Curb Endorsements

(Continued from Page 1)

them." Understood, of course, that he meant the personal endorsement during the commercial credits. Asked if he did not believe such a procedure would take the meat out of advertising, he said he did not think so.

"We don't want to take the heart out of advertising," Maloney told RADIO DAILY, "But we think the public should be put on the right track." In the event stars actually used the product they endorse, Maloney said, it would not be necessary for them to make announcements proposed in his bill. Asked if he was in favor of no advertising on the air, Maloney replied in the negative, adding advertising was all right, only celebrities should state that they were paid for endorsing the product in question.

Spot Series for WNEW

People's Credit Department Stores Inc. will sponsor announcements Monday through Saturday over WNEW on the "Moments With Margo" program, heard from 9:35-10 a.m. Contract calls for 13 weeks.


Leo Says
TONIGHT'S BEST BET:
8:00 to 9:00 p.m.
WHN MOVIE CLUB
Guest Star: BETTY LAWFORD
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

AGENCIES

LILLIAN LOWANS, N. W. Ayer script nad commercial writer, resigned from that agency, effective today, to devote her time to writing the new J. B. Ford program.

ZENITH RADIO CORP., Chicago, Illinois, has appointed Dorland International, Inc. to place the company's foreign advertising.

EBERSOLD-OLIVER, INC., Chicago, has changed its name to Fred H. Eversold, Inc. The agency has removed its quarters to the Civic Opera Building.

CORNELIA VAN ROHN, Gladys Brown and Dorothy Berkeley, have been added to the secretarial staff of N. W. Ayer & Son's New York radio department.

Pretentious New Series Starts Sunday at KMOX

(*Continued from Page* 1)

pretentious programs ever to originate in a St. Louis station.

With a symphonic orchestra under the direction of Ben Feld, and a large dramatic cast directed by C. G. Renier and Arthur Casey, the weekly series will be devoted to the presentation of the history of St. Louis, the people of earlier days, their struggles and achievements, their efforts and sacrifices which have made St. Louis a better place in which to live.

Howard Barlow, well-known network orchestra leader, is arranging the musical score and the dramatic script is under the supervision of Bradford Simpson, director of radio of the Jim Daughtery Advertising Agency, the sponsor's representative.

Prior to the first performance, KMOX is giving a dinner for the St. Louis radio editors after which a special preview will be presented.

"Kitty Kelly" Cast Set

The cast decided upon for Columbia's "Pretty Kitty Kelly" consists of Arlene Blackburn, Charles Slattery, Florence Malone, Richard Kollmer and Charles Webster.



March 5

Greetings from Radio Daily

to

Everett Mitchell



● ● ● Colonel Stoopnagle and Budd depart from their Sunday CBS show May 16....Possibility of their replacing Fred Allen when the latter leaves for picture work on the coast....Great set of Edgar Bergen photos displayed at NBC....Edgar remains on the Vallee hour indefinitely....Irene Beasley, who guestars on Leo Reisman's show Sunday night, leaves the Paradise Cabaret tomorrow....Allie Zugsmith, formerly with the CBS artist bureau and now publisher of the Atlantic City World, cannot stay away from the 52nd St. clubs....Enoch Light remains at the McAlpin Grill....Mario Braggiotti opens Sunday at Boston's Normandie....Al Shayne having trouble with his teeth....Bobby Hayes and ork, now at the Edison Green Room, switch NBC wires for CBS next week....Freddie Berrens may return to CBS as house conductor....Sam Taub has the record on fight announcing. He's described over 6,000 punch-by-punch fracases via the airwaves....Mark Hellinger and Gladys Glad preparing new idea for the ether, with Mark still undecided as to desired sponsor....Joey Nash did two sets of fifteen-minute transcriptions....One under the name of "Nash" and the other under the nom de recording of "Jack Nelson"....Tuckahoe's gift to show business, Kathryn Rand, yelling for Tuckahoe's gift to the squared-circle at the Hipp fights the other night....Teddy Powell rushes into the Tavern exhausted, having just completed a song called "Honeybunch" with Walter Samuels and Leonard Witcup....which was placed with Popular Melodies the same night.

● ● ● *Mickey Alpert takes Henny Youngman to the Tavern, the Hipp fights, Bali Club, Jack White's 18 and then for a whirl in Dave's....Shortly they will Benny-and-Allen-it on the nets....Belle Baker shares billing with Youngman at the State next week....Henry Dunn of Cross and Dunn being kidded because of the excess weight around the mid-section....Ted Hammerstein, who presents Connie Gates a week from Tuesday, angling for a sponsor on an operetta idea utilizing the family background....Bill Perry's wife received an offer to enter the legitimate theater in Europe....Bernice Claire is back to talk with sponsors....Appearance of Douglas Fairbanks Jr. on the Music Hall show last night marked his first airing for NBC, but he appeared on the Lux Theater from New York via CBS last year....Ed Reynolds, CBSales promotion department, is out on a buying spree for tropical fish....Tom Fizdale, Chicago press agent, is sending out samples of his new memo pads which measure 11" x 20".*

● ● ● George Jessel will become a permanent feature on that Sunday night show where he did two guestar appearances....This will happen in about seven weeks and will emanate from the coast....Babe Ruth was offered to the same sponsor now about set to sign Dizzy Dean....Reports of the Yacht Club closing are ended....WCAE's Nancy Martin hasn't gotten over her encounter with Luke Barnett, the ribber....Pat Harrington of Jack White's is headed for a radio stooge spot....Monte Proser doing the late spots again....Vernon Richards will be guestar on WMCA Tuesday ....Billy Glason did a shot in vaude this last week....Dick Fishel has removed the dark cheaters....Jack Kofoed moves on Monday....Ed Dukoff claims he's found a sponsor for his extracted teeth....Fellow makes corn that can be inhaled instead of chewed....Harlan Eugene Read will launch a new program when he returns from covering the Coronation, to be called "Teller of Tales"....J. P. King picked up $150 in five weeks of bridge playing....Fortune mag will do a series in the May issue on the Hotel New Yorker....Don Kerr will be honored by the sponsor at a dance at which time he'll meet the sales force....Master and Variety recordings throw a party tomorrow at their new offices....Mary Small's Junior Revue goes on Showboat the 18th instead of the date previously announced....After this shot, she starts a vaude tour.

GUEST-ING

DALE CARNEGIE, lecturer and writer on applied psychology, will be on the "Show Boat" program March 11 over the NBC-Red, 9-10 p.m. Helen Morgan also is booked for this show.

FANNIE HURST talks on the "We, the People" program Sunday afternoon, 5-5:30, over the NBC-Blue.

DR. PAUL B. SEARS, whose book, "Deserts On The March," was recently awarded one of the four $2,500 Book-of-the-Month Club fellowships, will be a guest speaker with Hendrik Willem Van Loon on two of the latter's regularly scheduled broadcasts, Sunday at 11:15 a.m. over the NBC-Blue network, and Tuesday at 7:30 p.m., over the NBC-Red.

MARIA GREVER, composer of "Te Quiero Dijiste", "Jurame" and many other melodies, will be the guest of Old Gold's "Tango Cabaret" program Sunday, 1 p.m., over WOV.

VIRGINIA VERRILL goes on the Ed Wynn program March 20, at 8 p.m. over the NBC-Blue.

CHARLES KULLMAN will guest-star with Ed Wynn on March 27.

VIOLET HEMING of "Yes, My Darling Daughter" is scheduled for Charlotte Buchwald's "The Playgoer" program on Tuesday.

Increase in Exports of Radio Apparatus

(*Continued from Page* 1)

sion of Foreign Trade Statistics in a special report.

Record export figure of $2,584,000 in radio apparatus was recorded for January, compared to $2,040,000 for January, 1936.

Figures for six months ending in December in 1935 and 1936 showed over $2,000,000 increase during the period. Exports during the six months of 1936 amounted to $15,884,000, compared to $13,777,000 for the same period of 1935, an increase of $2,101,000.

No imports of radio apparatus were noted by the report, reflecting an optimistic business note for the export radio apparatus industry. Reciprocal trade treaties acknowledging U. S. as leading in this field was thought responsible for this condition, together with economic recovery.

DREAM BOAT WEEK
Beginning March 15th
Don't fail to feature
WHEN MY DREAM BOAT COMES HOME
The Hit of the Year
● ● ●
MY LITTLE BUCKAROO
Dick Foran's sensational kid-cowboy ballad
M. WITMARK & SONS
RCA Bldg., New York City

The DIAL

KOMA, Oklahoma City, is producing a daily script show entitled "A Modern Girl's Romance," using talent from the dramatic classes of the University of Oklahoma and Oklahoma City University.

Various peace officers of the Southwest have been cooperating with a group of Southwest radio stations in building a program known as "The Crime Reporter." The show is produced in Dallas and released through KRLD to Oklahoma through KOMA, Oklahoma City, and KTUL, Tulsa.

"The Crime Reporter", a new program of happenings in the Southwest, now being aired each Monday at 9 p.m. via KTSA, San Antonio. Sponsored by local Servel dealers.

WDGY, Minneapolis, has spotted a new program known as the Mystical Ball Room of the Air. Dance records are used in connection with Standard Crowd effect records. The program is very popular among the young people.

The Ramblers Quartet have discontinued their programs from KDKA, Pittsburgh, until after the Easter season.

The Bellmen Male Chorus of New Haven under director James Morton will play host to the Mendelssohn Male Chorus of Waterbury and the Telephone Choral Club of Hartford in a special broadcast over WICC, Bridgeport, on Monday, 9-9:30 p.m.

Renzo Chiappa, who has been featured on "Salon Favorites" Tuesday at 3 p.m. over WOV, is now also appearing with Vincent Lopez at the Astor Grill every Thursday evening. His engagement is for an indefinite period.

Mark Tyme, formerly of the Yankee Network, the Affiliated Broadcasting Co. and other independent stations including KSTP of Minneapolis, will begin a series of daily programs, known as the Lamplighter over WDGY. Mark Tyme is known as the Poet Philosopher of the air.

Gertrude Lewis, the only exclusive Woman News Commentator in Minneapolis-St. Paul radio, appears daily over WDGY at 2:15 p.m. in her program called "Musical Newsettes." This is a new type of news program, combining both news and music. It has a large following among the women in the Twin Cities.

Rev. Charles E. Coughlin has signed a contract with WDGY, Minneapolis, for 26 weeks. The contract calls for Sunday, 2 to 3 p.m. It is being fed to WDGY through the Mutual system.

Radio and Television

PATENTS

Granted March 2, 1937

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,072,240—Radio circuit actuating device. Charley Jacob Zigler, Chicago. Millard K. Zigler, administrator of said Charley Jacob Zigler, deceased, assignor to RCA.

2,072,262—Reflecting structure for electric waves. Robert Herzog, Berlin, and Walter Max Hahnemann, Berlin-Marienfelde, Germany, assignors to C. Lorenz Aktiengesellschaft.

2,072,267— System for landing aircraft. Ernst Kramar, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,072,268—Transmitter for electro-magnetic waves. Ernst Kramar, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,072,272—Radio receiving system. Harry J. Nichols, Henry C. Forbes, Walter S. Harmon, Dayton, and Homer J. Loftis, Ironton, Ohio, assignors, by mesne assignments to RCA.

2,072,279—Operation of radio broadcast stations. Paul Scharrer, near Spandau, Germany, assignor to Siemens & Halske Aktiengesellschaft.

2,072,283—Automatic gain control. Harold A. Snow, Mountain Lakes, N. J., assignor to RCA.

2,072,315—Push-pull detector. Kurt Schlesinger, Berlin.

2,072,342—Photoelectric tube. Archie J. McMaster and Charles E. Parson, Chicago, assignors to G-M Laboratories, Inc.

2,072,365—Amplification control system. David Grimes, Dongan Hills, Staten Island, N. Y., assignor to RCA.

2,072,370—Gas discharge tube with control cathode. Gunther Jobst and Dietrich Prins, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,072,419—Television method and apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor by mesne assignments to Mildred S. Reisman, New York.

2,072,455—Electro optical system. Walter F. Kannenberg, Lyndhurst, N. J., assignor to Bell Telephone Laboratories, Inc.

2,072,478—Electro optical system. Frank Gray, New York, assignor to Bell Telephone Laboratories, Inc.

2,072,527—Multiple sound and picture recording and proection system. Alexander McLean Nicolson, New York, assignor to Communication Patents, Inc.

2,072,528—Impulse television system. Alexander McLean Nicolson, New York, N. Y., assignor to Communication Patents, Inc.

2,072,604—Rectifying tube. Johannes G. W. Mulder and Daniel Marie Duinker, Eindhoven, Netherlands, assignor to M. V. Phillips Gloeilampenfabricken.

2,072,637—Electron discharge tube. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft for Drahtlose Telegraphie m.b.H.

2,072,638—Electrode mounting for discharge tubes. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,072,651—Electron tube. Fritz Schroter and Fritz Michelsen, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,072,278—Voltage multiplier circuit. Otto H. Schade, West Orange, N. J., assignor to RCA.

2,072,658—Receiver arrangement for electric picture transmission. Otto von Bronk, Berlin, Germany, assignor to Telefunkem Gesellschaft fur Drahtlose Telegraphis m.b.H.

2,072,708—Amplification control. Nelson Perry Case, Bayside, N. Y., assignor to Hazeltine Corp.

2,072,733—Electrical discharge device. Gunther Dobke, Berlin-Reinickendorf, Germany, assignor to General Electric Co.

2,072,740—Volume control. David E. Earnshaw, Philadelphia, assignor to Philco Radio & Television Corp.

2 Sign Bakery Series

"The Freshest Thing in Town," a transcribed series, has been placed on WKMB, Youngstown, under the sponsorship of Schwebel's Bakery. Program also set for Grocers Wholesale, Inc., Des Moines, to be aired over the Iowa network stations, KSO and WMT. Frederic W. Ziv, Inc., Cincinnati, is the agency handling both accounts.

Midnight Sponsor on WHN

Madison Personal Loan Inc. will sponsor a 15 minute show, Monday through Saturday, over WHN. It will be aired from 12 mid. to 12:15 a.m. Program will be composed of dance music with Bud Rainey acting as emcee. Alsop Radio Recording handles the show.

MUSIC

PAUL WHITEMAN'S Ork combines musical forces with the National Symphony Orchestra, Washington, D. C. Philharmonic group, for two concerts, one March 17 to be given in Baltimore, the second to be a repeat of the first, the next evening in Washington.

Lou Kosloff, pinch-hitting for Buddy Rogers on the NBC "Twin Stars" program for six broadcasts until Rogers' return from abroad, was selected by Jack Hasty from among 37 bandsmen who applied for the job.

"Red" Nichols and his "Pennies" broadcast from Chi when they begin their engagement at the Hotel Sherman's College Inn, March 19. They'll be aired regularly over CBS.

Zinn Arthur's "cooperative band" owns a "cooperative" music library which was recently "cooperatively" insured for $25,000.

Ed Smalley and his 7 Gs have their song numbers recorded and listen to a playback of them each week at National Recording Co. before they're airwaved. They pick out flaws and make corrections before taking the ether.

Words & Music Inc. will plug a new song "I'd Be a Fool Again", by the authors of "The Talk of the Town". Del Casino introduced it in his Tuesday broadcast and Guy Lombardo played it on last night's program.

Dick Stabile, who opens Thursday at the William Penn, Pittsburgh, has signed Muriel Byrd as vocalist.

Jimmy Livingston, maestro of the Hotel Charlotte Ork, aired nightly over WBT, Charlotte, is convolescing from an appendectomy.

The eleven members of the Shep Fields band are all learning to play the accordion, with a view to doubling.

Stephen Richards and his band replace Sid Solomon and his boys at the Hollywood Restaurant, where they are airwaved twice weekly over WHN.

"White Horse Inn" on WJZ

A condensed version of Erik Charell's extravaganza "White Horse Inn", with all the principals of the New York cast and the native Tyrolean dancers, will be given Monday 11:30-12 midnight, over WJZ.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

HAIL to another femme exec, Elizabeth (Betty) Black, Ruthrauff & Ryan time buyer....She's been with the agency for six years, and in her present job for three....Was once with McCann-Erickson ...Adores her job and thinks meeting people is the best part of it....Dodge, Spry, Lifebuoy, and Florida Citrus are all her accounts....When pressed, admitted she thought it was important for women in business (inclusive of advertising and radio) to retain a sense of humor....She's kept hers....Robert, who gilds the lily....he makes gals like Helen Claire and Mitzi Green even more glamorous for mike encounters....working with a British firm on television make-up.... When it's perfected he'll open a salon dedicated to radio alone....Russ Morgan is looking for a gal....She must have a voice, be blonde, delicate and easy-on-the-optics.....She'll accompany the band on one-night stands, if she passes muster....

▼ ▼

Reubens is concentrating on sandwiches again....one is being named for Grace Moore....it's turkey, not nightingales' tongues, as you thought ...and one for Deanna Durbin.... And now what develops is....Henny Youngman has a wife and babe.... Lawrence Gray, just off the air, will soon take it again....with a new series....dramatization of "Medal of Honor" material....a big new sponsor is all agog over it....Kay Weber doing the social butterfly in Chi.... A find 17-year-old Claire Niessen, optioned by 20th Century-Fox, was outstanding on Wednesday's "Professional Parade", Federal Theater Project Program....

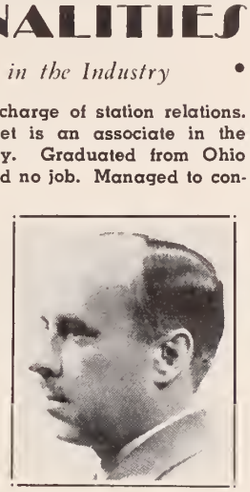
▼ ▼

A gal often up in the air takes it when "Roving Reporter" Frankie Basch interviews Winifred Bayer, femme daredevil and parachute jumper, over WMCA today at 3:45....Hollywood (restaurant not land of promise) songbird Josephine Huston to guestar for Marion Cole March 9....She'll tell all about her pash for China dogs, watch charms, antiques and bracelets....Carol Weyman goes screenie with a series of shorts for Educational Pix....all about society buds turned pro ....Going to London to see the King.... One-woman theater Cornelia Otis Skinner ....She'll witness coronation ceremonies and tour continental theaters....Famous women currently in news will be Boswelled by Captain Tim Healy....Margaret Daum vocalizes on the Howard Barlow "Music of the Theater" program every Sunday over WABC.

RADIO PERSONALITIES

• *No. 10 in the Series of Who's Who in the Industry* •

FRANK E. MASON, vice-president of NBC in charge of station relations. One of the busiest men in the industry, yet is an associate in the School of Journalism at Columbia University. Graduated from Ohio State U. with a Phi Beta Kappa key, sheepskin and no job. Managed to connect as assistant editor of American Boy magazine. Then the war. 1919 found him in Berlin with a captain's commission and two medals. Resigned from the army in 1920 to take time out to get married, then become Berlin correspondent for the International News Service. This was his first newspaper job. Was transferred from Berlin to London and in 1922 to Paris. Roamed the continent for INS next five years, then returned to America to work up to prexy of INS. Resigned in 1931 to become vice-president of NBC, in charge of public relations. He was largely responsible for the present press-radio service and for creating better understanding and cooperation between newspapers and radio. Native of Milwaukee and is 44 years old.



He helps newspapers and radio good will.....

Mrs. F. D. Roosevelt Back on Air in April

(Continued from Page 1)

days, 9:30-10 p.m., but present plans indicate that the new series will be an additional half-hour spot on NBC.

Mrs. Roosevelt's first commercial series on the air was under the sponsorship of Simmons mattresses through Fletcher & Ellis, New York. Her last radio series was on CBS with Selby Shoe Co. sponsoring through Henri, Hurst & McDonald, Chicago. Reported that the First Lady receives about $2,000 per broadcast. J. Walter Thompson Co., New York, has the Ponds account.

Bill Asks Protection For Music Arrangers

(Continued from Page 1)

would be compensated and protected for their labors under a new bill, H. R. 5275, introduced in the House yesterday by Congressman J. Burwood Daly of Pennsylvania. The measure seeks to amend the present Copyright Act of 1909. It also includes the controversial $250 damage fee clause which is exempted under the pending Duffy copyright bill. Congressman Daly feels it is essential for an association like Ascap or any association representing composers and authors to have a right to collect for the use of their works.

Gov. Lehman on Air

Governor Herbert Lehman will speak over a split CBS network tonight in support of ratification by the Legislature of the Federal youth control amendment. The program will be aired 6-6:15 p.m. over the following stations: WABC, WOKO, WNBF, WGR, WESG, WHEC, WFBL and WIBX.

In making a radio broadcast to gain popular support of pending legislation, Lehman follows the practice of former heads of the New York government. Both Al Smith and Franklin D. Roosevelt employed radio during their terms.

New Spots, Renewals By Webster-Eisenlohr

(Continued from Page 1)

8 will start a series of time signals, twice weekly, seven days a week, on WDAF, Kansas City. Sponsor is switching from KMBC. On March 26 the WTAM U.P. news reports will sign off the air, with a baseball score series to begin April 19, three nights a week with Penn Tobacco (Ruthrauff & Ryan) taking the other three nights. Sponsor is also splitting the time on WIND with Penn Tobacco. Both take three half hours weekly. Up to March 1, Webster-Eisenlohr was using six quarter-hours weekly on WIND.

Renewals for other stations on the list include KOMA, Oklahoma City, 21 time signals weekly, effective March 22; KPRC, Houston, three time signals each evening, seven days weekly, effective April 5; WOAI, San Antonio, where sponsor was formerly using one quarter-hour news report each week, under new contract effective March 7 will use announcements of the news reports each Sunday, Monday, Wednesday, Friday; WWJ, Detroit, on March 28 renews the one-quarter-hour period a week; WBT, Charlotte, time signals have been extended to March 29. KRLD, Dallas, effective March 8, the INS news reports will be renewed; KLZ, Denver, time signals continued, effective April 6; KTUL, Tulsa, time signals once each evening during entire week, effective April 2. N. W. Ayer & Son Inc., New York, has the account.

☆ STATION FLASHES ☆

APPLICATION to build a new radio station at Provo, Utah, has been re-submitted by the Provo Broadcast Co. The station would operate on 1210 kilocycles, 100 watts power, unlimited time.

Intermountain Broadcasting Corp., Salt Lake City, has applied to increase power of KDYL from 1,000 watts to 1,000 night time and 5,000 day time. A new transmitter site southwest of Salt Lake City also is contemplated.

XET, Monterey, Mex., has increased its power watts from 500 to 5,000.

A new 100-watt station at Great Bend, Kans., went on the air this week, broadcasting on a wave length of 1370 kilocycles. The station is owned and operated by E. E. Reuhlen, a retired Great Bend merchant, who also is general manager, while the following make up the staff: assistant manager, Jere W. Murphy, Jr.; commercial manager, Douglas Romine; program director, Chester L. Gowen; chief engineer, Carl L. Hall, and studio staff members, Leo Legliter, Nolan Reuhlen, Ted O. Irwin and Miss Evelyn Guion.

Demonstrate Television For Lawyers Association

Members of the Communications Committee of the New York County Lawyers' Association will get their first practical experience in the operation of television tonight when they are the guests of National Broadcasting Co. at a television demonstration in Radio City.

The demonstration, arranged by A. L. Ashby, vice-president and general counsel of National Broadcasting, director of the N.Y.C.L.A., and chairman of the Communications Committee, will be held in the NBC board room on the sixth floor of the RCA building. Charles Evans Hughes Jr., president of the association; Robert C. Morris, past president; Terrance J. McManus, secretary, and approximately 30 members of the Communications Committee will be present.

The entertainment portion of the demonstration will feature a parade of millinery models; Jean Sablon, French entertainer; Jean O'Neill, recently discovered young blues singer, and a news reel.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074



AS the air couldn't be cleared for the "Paramount on Parade" program scheduled to start March 14, thereby putting the debut over to the 28th, Don Wilson has a chance to get back from Jack Benny's Eastern broadcasts in time to do it. Previously he had to turn it down.

Mayor Shaw has signed for four 15-minute political broadcasts on KNX, one the night before election. Account placed by Ray Davidson.

Consolidated Drug Trade is cancelling the Morgan Family hillbilly program on KNX, starting March 6. It has been a six-day-a-week half-hour program.

Barney Food (Marco Dog Food) has signed for 52 Saturday evening Marco Juvenile Review programs on, KNX.

In-Laws skit, after three years in Chicago, returns to KHJ and Don Lee stations March 8, for a five-a-week run. Irving Fogel will be new manager. It will be a live talent show, but Associated Cinema will make transcriptions for the east.

Tempo Radio productions disking "Twenty Years Ago Today" series, directed by Van Newkirk. .

Tavannes Watch (Milton Weinberg agency) has called off the Tavannes Watch dramatic series which was scheduled for the coast network on CBS, 13 weeks starting March 28. Change in graduation seasons this year the reason. Tavannes fall series to be twice its usual length to make up for present change.

Standard Radio has added Ben Bernie's quartet, the Playboys, to its list of transcription library artists, and started disking 12 pop tunes, to be followed by more.

California's usual "unusual" rains have postponed the opening of the new KEHE studios. Too damp for the accoustical plaster to dry, so opening goes over to April 1.

Ben McGlashen, owner of KGFJ, has bought a 4-place Stinson Monoplane which he will equip with high fidelity transmitter to complete his facilities for handling special events. He recently put the first local mobile unit into use. His yacht equipped to cover acquatic events.

KMTR has added three live talent dramatic shows to its list, "Trials of Famous Women" to replace "Rogues of the Ages"; Kaleidoscopes of Life," dramatizing heart throbs in the news, and Charley Davis's re-enactment of scenes from the news of one year ago. First two are weekly, other goes 15 minutes Tuesdays through Fridays, evenings.

Los Angeles Jewish hour, Paula Margolin producer, goes on one hour a week Sunday program over KMTR, with participating sponsors.

Adding another 30 minutes daily, Los Angeles Examiner is now buying an hour and a half daily, six days a week, to plug classified ads over KGFJ.

Frank W. Purkett, vice-president of Associated Cinema (transcriptions), left this week for New York.

Allan Wilson, of Tempo Radio Productions, is on an eastern trip.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Booklet on WMBD

WMBD, Peoria, Ill., "The Community Radio Station," of which Edgar L. Bill is president, recently issued a handy booklet which gives an impressive picture of the station's activities in the "entertainment, education and inspiration of the people of Central Illinios."

Among its civic efforts leadership, WMBD has promoted traffic safety, public health education, good government, expression of public opinion, etc. The booklet also gives a list of the new ideas for service programs developed by WMBD, the services rendered to rural listeners, the many organizations with whom the station cooperated; a list of the guest speakers in 1936, divided into months, a word about the standard maintained in advertising matter and other data indicating that the station is a progressive and live-wire enterprise.

Sponsor-Plugging

WCOL, Columbus, has started a series of programs called "Adams 8207", Mondays through Saturday, 7:30-8:15 a.m., E.S.T., offering a theater ticket free to each listener calling the telephone number, which is that of the radio station, and naming one of the program's sponsors. The recorded music is continuous. Dialogue and commercial announcements are handled through an imaginary switchboard.

New Business Signed By WBT, Charlotte

Charlotte — Drug Trade Products Co., Chicago, has renewed its contract with WBT, for a full year, using six one-hour shows weekly from four to five every afternoon. Talent on the program will continue to be Dad Briarhopper and his band. Contract was handled by Benson & Dall, Chicago agency.

Mentho Mulsion, product of the M. L. Clein Co., Atlanta, will use seven 50-word announcements weekly. Contract, a renewal, was handled by the Mabel Loeb agency, Atlanta.

The Carolina Housing and Mortgage Corporation, Hickory, N. C., is using four 100-word announcements weekly. Contract, handled direct, calls for 26 studio announcements.

General Motors, Detroit, renewed its contract, through Campbell-Ewald, calling for two 15-minute transcriptions weekly.

Longine Watch Co. will use seven five-minute programs daily for the next 13 weeks. The contract calls for studio renditions of organ melodies by a station artist, and is entitled "Longlines Slumbertime."

Castleberry's Food Products Co. will use seven 50-word station-break announcements per week for 13 weeks. Contract placed by Groves-Keen Advertising Agency, Atlanta.

Kay Jewelry Co., Charlotte has signed a 52-week contract for one or more 50-word station-break announcements weekly. Agency, Simons-Michelson Co., Detroit.

Purcell's (women's apparel) of Charlotte will run one or more 50-word station-break announcements for 52 weeks.

Early Morning Show Liked By WPRO Fans

Providence—WPRO has blasted the bugaboo of early morning radio audiences in this territory with its "TNT Review," broadcast weekdays at 6 a.m.

Prior to the first of the year, Providence stations came on the air at 7 and 7:30 a.m. Suddenly WPRO broke this tradition with its charge of "TNT."

The program derives its title from principle service features offered during the broadcast—Time, News, and Temperature. Basically a transcribed show, with no phonograph records used whatever, it included all the variety of the NBC Thesaurus. The correct time is announced every five minutes, United Press News every 30 minutes and temperature and weather report every 15 minutes

A recent mail analysis issued by WPRO called "Unusual Quotations from the TNT Mail" includes comments from listeners in all walks of life and from every state in New England. Culled from the hundreds of letters written by early rising New Englanders, the quotations indicated audience acceptance and public service. One man wrote:—

"Listening at 6:15 a.m. It's the best way of arousing son so he will get up to practice his clarinet before school."



REPORTS that Amos 'n Andy are in the market for a new idea to replace their current radio presentation have been termed "rumors" by Basil Loughrane, radio chief of the local office of Lord & Thomas agency, who handle the Pepsodent account.

Quin Ryan, WGN broadcast manager and veteran commentator and announcer has returned to Chicago and WGN this week after a vacation at Sanibel Island, off the west coast of Florida. He will resume his broadcasts Monday.

June and Cherry Preisser, appearing in the "Ziegfeld Follies," current here, will make their air debut in a program of songs and dances with Harold Stokes and his band on "Matinee Melodies" on Sunday afternoon, March 7 at 3 (CST) over WGN and the Mutual net.

New Programs Start On WMAZ, Macon, Ga.

Macon, Ga.—A number of new programs make their debut over WMAZ this month. Dixie Dairies this week began the Country Church of Hollywood broadcasts, Tuesdays and Fridays at 7 p.m. Clarke Memorials on Sunday at 2 p.m. will start "The Story Behind the Song". Sterchi's Inc., picked "The House of Dreams" for each Sunday at 1 p.m., while their "Friendly Voice" goes into his ninth year at the same hour weekdays.

Schwob's program of Hollywood talent including Martha Ray, Bob Burns and others will start tonight at 7:45 and continue each Friday. Southern Crate and Vaneer Co. goes into a second year of spring and summer radio advertising, increasing to three quarter-hours weekly. Transco Guess What? program will be heard Wednesdays and Fridays.

Some increases and renewals also have been recorded.

New Orleans Biz

New Orleans — WSMB announces the following new accounts:

Studebaker, one-half hour for three weeks, transcriptions, placed by Roche, Wilson & Cunnyngham; Ironized Yeast, two five-minute periods weekly, dramatic skits, placed by Ruthrauff & Ryan; Devoe and Reynolds, placed locally, three five-minute transcriptions; Kool Cigarettes, one-half hour, 13 weeks, NBC B. B. D. & O.

New WSDU business: Sears-Feibleman, spots; Crane's Clothing, 15-minute Detective Story transcription, nightly.

The Most Talked About Youngster in the Industry Today is RADIO DAILY and It's Less Than a Month Old ★ ★ ★ ★

Watch the Baby Grow!

ANNOUNCERS

BOB ELSON, WGN's ace baseball, football, boxing and hockey announcer and all around sports commentator, will leave Chicago next Wednesday on his annual jaunt to the Pacific coast for his visit to the training camps of the Chicago White Sox and the Chicago Cubs at Pasadena and Catalina Island. Elson will spend three weeks with the two Chicago major league clubs brushing up on his baseball in anticipation of another busy summer of baseball broadcasting and sports review work. During his sojourn on the coast he will present two sports reviews from Pasadena and two from Catalina. The other sports review shows usually presented by Elson will be presided over by Jim Fleming.

Cliff Daniels, WCAE's chief announcer, has joined Norman Twigger and Jimmy Murray in daily workouts at the Pittsburgh YMCA. All three are squash enthusiasts. And by the way, Twigger has cut his weight seven pounds in two weeks.

Lee Kirby, WBT announcer, is in the Presbyterian hospital, Charlotte, suffering from a stomach ailment.

When Gene Shumate, KRNT-KSO sports announcer, covered a wrestling match in Des Moines' Coliseum recently, he told the radio audience that Dick Raines had won the first fall from Abie Coleman and predicted that Coleman would get the second in an obviously prearranged deal. Coleman got the second. The wrestlers complained about being reported so candidly that Promoter Abe Frankel has discontinued his broadcasts as a result.

Jack Hoffoss and Dick O'Day have been added to the staff of announcers at WDGY, Minneapolis.

Bill Perry has replaced Kenneth Roberts on the Kathryn Cravens program. Kenneth disabled a couple of fingers while bowling.

ONE MINUTE INTERVIEW

JACK JENNEY

"The air waves are fickle in the respect that the top-notch bandsmen of today can be the forgotten musicians of tomorrow. Leaders like Whiteman, Spitalny, Vallee and a few others who have held their own through years of acid tests, will continue to do so. But each year will see an influx of new bands and leaders, all of whom will try to usurp those who are pre-eminent today."

Instant Local News Flashes Effectively Used by WMBH

EFFECTIVE use of instant local news flashes, all sponsored, is made by WMBH, Joplin, Mo.

Arrangements have been made with all local undertakers to inform the station at once whenever an emergency ambulance call is made. That information is flashed, as: "A——— ambulance has been called to———" (using the name of the undertaking firm is a good way to keep the calls coming in). "Further details will be announced within a few moments."

When the ambulance call has been completed, the announcement is made, and whenever possible a suitable spot is run for the sponsoring insurance company.

In similar manner, the fire department always informs the station of the outset of a fire call. When the report on the fire is made, there is always a suitable spot advertisement to go with it.

For these two services, a considerable number of spots is kept on file, so that it is but the work of a moment to complete writing the fire report and get the data on the air. This is a service that is appreciated by the listeners, and is quite beneficial to the advertisers on that account.

Two other daily news flashes or periods are used. One is the Accident Scoreboard; the other is the Hospital Register.

The Accident Scoreboard is a daily report on the number of automobile accidents and personal injuries, contrasted to that of the previous year at the same time, in cumulative totals. This record is used to preface a short plea for driving safety. The spot accompanying it is participated in by twelve firms, each one having a copy limit of five words in addition to name and address.

The station staff keeps the records and makes the copy slogans.

The hospital register is sponsored by a department store, with copy prefacing the register, also following it. "News of your friends and relatives in . . ." the two hospitals in the city and one in a neighboring city.

Information on entrances to and admittances and dismissals from the hospitals is gathered by telephone, with careful checks of directories to keep the information quoted as accurate as possible being made.

Effort is made to keep detailing the conditions of patients so that listeners can know what has happened to them. This has been found to save the hospitals a lot of telephone inquiries. The birth of a child gives the opportunity to increase the commercial with the sentences: "Fleischaker's extend their congratulations to Mr. and Mrs.———."

The value of these services to the radio station is that it keeps constant check on the city and is first with big news.

Chatter

FRANK PARKER'S ten years of radio singing will be celebrated with a musical tribute to the NBC tenor in the Rippling Rhythm Revue over the NBC-Blue network on Sunday, 9:15-9.45 p.m. Parker broke into radio exactly ten years ago on that date by substituting for a tenor on the old Eveready Hour.

Fred Kirby, Bill Davis and Don White, on the Statesville Flour Mills show over WBT, Charlotte, with Lee Kirby announcing, have developed a program that is unusual for a spot of its type. Using the idea of continuity much in the manner of a comic strip, the boys "gather 'round the old ranch house" and dispense cowboy songs and chatter in the approved western fashion. Against a background of hens cackling and a bull bellowing, the atmosphere created is distinctly conducive to selling the feeds and grains advertised during the 15-minute show.

Floyd Bartlett, KSO-KRNT (Des Moines) engineer, was put on the temporary disabled list recently as a result of a box of matches exploding and severely burning one hand, injuring the other hand the same day when he slipped on the ice and severed an artery after falling on a broken bottle.

James L. Hughes of WHBF, Rock Island, Ill., is on the sick list.

Claudia Simmons is the newest graduate to the movies from the ranks of contestants in Chase & Sanborn's "Do You Want to Be an Actor?" program, conducted by Haven MacQuarrie over the NBC-Red net out of Hollywood on Sunday evenings. On February 21 she had her first chance to be an actress on the radio The next week she took a screen test. Now she has just been signed by Warner Bros. to a movie contract

Dr. George W. Young, owner and general manager of radio station WDGY, Minneapolis, returned this week from a winter vacation in Florida. Mrs. Young accompanied him on the trip. Doc caught a 250-pound man-eating shark during his stay in Florida.

Coming Events

Feb. 28-March 8: Spring Fair of rac and television, Leipzig.

March 15-22: North American Rac Conference, Havana, Cuba.

April 6: Radio Corp. of America annu stockholders meeting.

April 9: Press Photographers' Ass'n New York Eighth Annual Dance and Ente tainment, Hotel Commodore, New York.

May 2-8: National Music Week; Da Sarnoff, chairman.

June 1-10: Radio-television expositio Moscow.

June 14: American Federation of Mu cians annual convention, Louisville, Ky.

June 20-23: Advertising Federation America's 33rd annual convention, Ho Pennsylvania, New York.

June 21-24: American Institute of El trical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of t Canadian Electrical Convention, Banff, berta.

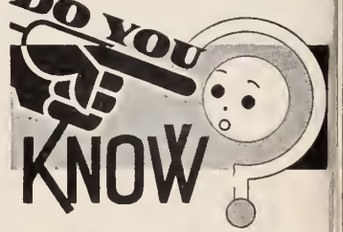
San Francisco

Jim Walsh will have to find a ne way to cure his homesickness. Ha ing left Anson Week's band only a short time ago to join Eddie Fi patrick's orchestra in home-town S Francisco, he finds Fitzpatrick is n due for a road tour.

Earl Lee of Death Valley Da (KPO) is boasting of over 151 co secutive performances. Lee also ho a stage record for consecutive a pearances in San Francisco.

KYA has enlisted the services o singing Lance Patrick ("Budd O'Brien, well known to night-c audiences.

J. Clarence Myers has taken o the duties of production and public at KYA. Myers was former radio e tor with the S. F. "Call Bulletin."



Broadcast advertising volume i 1936 totaled $106,065,696, of whic $59,743,860 went to national ne works, $1,368,648 to regional ne works, $24,646,180 to national non networks and $22,284,010 to loca stations.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 19 NEW YORK, MONDAY, MARCH 8, 1937 FIVE CENTS

Webs' February Biz Leaps

NBC Reveals 21.4 Per Cent Increase Over Feb. 1936 While CBS Shows 18.6 Per Cent Leap Over Same Period

Both National Broadcasting Co. and Columbia Broadcasting System continue their 1937 flying start, with NBC gross revenue for February totaling $3,295,782, an increase of 21.4 per cent over February, 1936. Breakdown gives the NBC Red network $2,273,973 and the Blue $1,021,809. The largest increase was on the Red, this chain holding a lead in gross billing over any other web.

Billing for CBS for February was $2,264,317, a best February as well as an increase of 18.6 per cent over the same period in 1936. Cumulative total for January and February of this year gives CBS $4,642,937, a 21.9 per cent increase over the 1936 figures. February 1936 was considered an unusually good month for CBS when it did $1,909,146, which was 15 per cent over 1935.

Being a short month, actually 10 per cent shorter than January, for instance, February biz conceded to have passed all expectations. In proportion, and allowing for the 10 per

(Continued on Page 3)

EXPANSION POLICY LAUNCHED AT WSAI

Cincinnati — Three-fold expansion policy for WSAI recently announced by William S. Hedges, vice-president of Crosley Radio Corp. and general manager of WLW, WSAI and W8XAL, was placed under way last week with the dedication of the station's new transmitter.

Future policy of WSAI also will include an executive and production staff of its own, wider coverage of civic affairs and the acceptance of announcements and time signals. Robert G. Jennings is now assistant manager of WSAI in charge of sales and programs.

At the dedication broadcast, fed to the Mutual coast-to-coast net, Paul Sullivan, news commentator of WLW, briefly outlined the new WSAI policy.

John Van Cronkhite Headquarters in Chi.

Chicago—John Van Cronkhite, who is establishing a service for stations to act as consultant and to merchandise news for commercial purposes, will have offices at 360 North Michigan Ave. here.

Remington Rand, Inc. Renews for 13 Weeks

Remington Rand, Inc., New York (typewriters and office equipment), tomorrow will renew the WOR Transradio news reports, Tuesdays, Thursdays, Saturdays, 12:30 - 12:45 p.m., for another 13-week run. Mark Hawley does the announcing. Leeford Advertising Agency, Inc., New York, has the account.

Buildup for Staff

Joplin, Mo.—To acquaint listeners with its personnel, WMBH has mounted pictures of 27 of its staff on a theater lobby type display board.

The display is moved around from one public place to another, and similar displays will be used in cities in the area served.

4 ACE AIR COMICS IN SUMMER RECESS

Jack (Jell-O) Benny, Phil (Good Gulf) Baker, Eddie (Texaco) Cantor, and Fred (Ipana, Sal Hepatica) Allen, four of the top comedians on the air, will sign off the air during the month of June, as per the custom of a summer vacation for comedians. The other comedians on the air Ed (Spud Cigarette) Wynn, and Jack (Kool & Raleigh Cigarettes) Pearl will probably sign off in May, when they both terminate 26-week runs and Pearl's series ends May 7, but no

(Continued on Page 3)

B.B.B.&O. to Handle Coronet Air Program

David A. Smart publisher of Coronet, monthly magazine, has appointed Batten, Barton, Durstine & Osborn Inc., New York, to handle the new Mutual radio program which makes its debut tomorrow night, 8-

(Continued on Page 8)

NETWORKS SELECTED FOR MRS. ROOSEVELT

Lamont Corliss Co., New York (Pond's cosmetics), has ordered the basic NBC-Red, Red mountain, Red Pacific Coast groups on Thursdays, 7:45-8 p.m., for the Mrs. Roosevelt series which begins next month. Spot precedes the "Rudy Vallee Variety Hour" on the same network, handled by the same agency which has the Pond's account, J. Walter Thompson. The 7:45-8 p.m. period known as free station-time, is not under option to NBC, but it is believed the station will clear the time because of the local prestige it will give the station to have the First Lady on the air through its facilities.

Operator License Bill Passed by the House

Washington Bureau of RADIO DAILY

Washington—A bill making it necessary that the actual operation of all transmitting apparatus in any radio station for which a station license is required shall be carried on only by a person holding an operator's license was passed by the House of Representatives last week.

Coughlin Organization Reports $723,847 Take

Washington Bureau of RADIO DAILY

Washington — Father Coughlin's organization, The National Union for Social Justice, reported to the Clerk of the House on Saturday that its 1936 receipts totaled $723,847. Expenditure for the year, which included radio, were reported as $630,928 but outstanding obligations in the form of loans, etc., almost equaled the unspent balance.

☆ THE WEEK IN RADIO ☆

. . . Transamerican and Warner Bros.

By M. H. SHAPIRO

WHILE generally believed to be under Warner control, Transamerican Radio & Television, piloted by John L. Clark, was definitely linked strongly when the Warner report to the S.E.C. revealed the film outfit as having acquired 65 per cent of the voting stock. . . .

Chevrolet Motors set the date of March 8 as the starting date for resumption of its E.T. programs, on some 380 odd stations . . . disks on hand at outlets will last three weeks by which time a new series will be pressed by W.B.S.

Stations were beginning to nab a few cash customers in the way of proposed Supreme Court-change-debaters. . . . Procter & Gamble added to their already huge NBC schedule, five new shows making a total of 19 on this web . . . with the addition of station WCOC, Meridian, Miss., CBS made the list an even 101 for the time being . . . WOR reverted to the policy of accepting 50-word spot announcements between 8 a.m. and 6 p.m. . . . disks barred however for such items. . . .

Washington authorities saw a loophole for radio to broadcast Irish Hos-

(Continued on Page 2)

More Politics on Air

Washington Bureau of RADIO DAILY

Washington — Radio networks again become a political battleground tomorrow night when a group of opposition senators take to air as soon as President Roosevelt signs off from his fireside talk.

A special meeting of the opposition group was called late last week to plan campaign defense against Roosevelt's Supreme Court stand.

KWK Anniversary

St. Louis — Elaborate plans are under way for the celebration of the tenth anniversary of KWK on St. Patrick's Day.

The slogan, "Onward and Upward with KWK — a Decade of Progress," is being posted and advertised throughout the city, via billboards, streetcars, buses and newspapers, for the attention of listeners and prospective sponsors.

RADIO DAILY

Vol. 1, No. 19 Mon., Mar. 8, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(*Thursday, Mar. 4*)

NEW YORK STOCK MARKET
(*Saturday, March 6*)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179¾	178¼	178¼	+ ¾
Crosley Radio	26½	26	26½	+ ⅞
Gen. Electric	62½	61¾	62	.....
North American	30¼	29¾	30⅛	+ ¼
do pfd.	55	55	55	— ¼
RCA Common	12¾	12¼	12¼	— ⅛
RCA First Pfd.	79⅛	78⅝	79	— ½
Stewart Warner	19	18¾	18¾	.....
Zenith Radio	39	38⅝	38¾	— ⅛

NEW YORK CURB MARKET

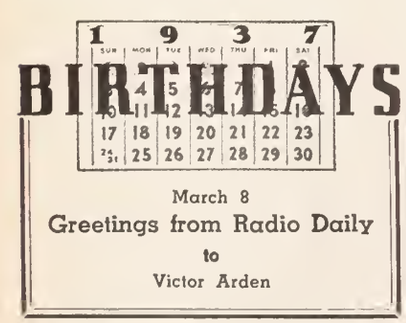
Majestic	4½	4½	4½	.....
Nat. Union Radio	2⅞	2¾	2⅞	.....

Kitch Back on WSPR

Springfield, Mass.—Frank J. Kitch, sports announcer, will return to take over the sports department of WSPR after an absence of two months. Ketch, a former professional baseball player, Transradio correspondent and newspaper and magazine sports writer, will again be heard over the airlines every evening, except Sunday, at 6:45 p.m.

New Program on WFIL

Philadelphia — A new sustainer called "Poe's Tales", consisting of dramatic adaptations of the stories of Edgar Allen Poe, premieres on March 16 from Philadelphia's WFIL over the Mutual network. The first tale to be presented will be "The Masque of the Red Death".



March 8

Greetings from Radio Daily

to

Victor Arden

☆ THE WEEK IN RADIO ☆

. . . Transamerican and Warner Bros.

(*Continued from Page 1*)

pital Sweepstake results, inasmuch as the Post Office department once again stated newspapers would be held to account if winners, etc., were published . . . that is, the names of ticket holders who won . . . question whether radio will do more than the usual coverage of the running of the race . . . Federal Trade Commission held a hearing with John G. Paine and committee of music publishers . . . conference pertained to the code of fair trade practice for the pop music industry, being designed in part to do away with payment for song plugs. . . . United States delegation to the North American Radio Conference all set to sail for Havana for the March 15-22 series of conferences. . . . T. A. M. Craven, Chief Engineer of the FCC, heads the group. . . . Dickstein bill held more hearings, anybody wanting an A.P. break can get it by squawking one way or the other against foreign act invasion. . . .

First Lady of the Land, Mrs. F.D.R., signed to again appear on a program for Ponds cold cream, the proceeds going directly to American Friends Service Committee. . . . Bill Hedges of WLW in town mentioned possibility of the "Nation's Station" using a wire out of WMCA, for auditions, etc. . . . Both denied and affirmed . . . but Bill is over 21 and should know what he is talking about. . . .

Another bill to rile up the works fell into the Washington hopper when Congressman Paul H. Maloney, decided it was time to have radio stars on the air giving their personal endorsement, state if they really use the product and how much is being received for making the stations in question. . . . A bill also asked for protection for music arrangers, even though they fool around with another man's composition, their special arrangements should be protected by copyright or registration of some sort, they feel.

CBS-board of directors at a meeting Friday, decided to apply to the N. Y. Stock Exchange for listing of the company's stock on the "Big Board." Company now has approximately 5,000 stockholders. Directors recommended that shareholders, at a meeting scheduled for March 24, authorize an increase in the number of shares so that the stock may be split two for one. Split-up has been talked of for some time. CBS shares are currently listed "over the counter." A 50-cent dividend was also voted. Stock, with extras, has paid $3.30 on both the A and B shares the past year.

UP Service at WNOX Gets Special Sendoff

Knoxville, Tenn. — United Press News Service has been installed by WNOX, Scripps-Howard Station. A special inaugural program titled "Cavalcade of Communications" in eight dramatic episodes told the story of messages from the cave man era to modern radio. The program carried a complete dramatic staff and stage band.

The show was attended by 750 packed into the WNOX Auditorium. Ten cents admission was charged for the broadcast.

One of the front street studios has been made into a modern newsroom. Two UP teletype machines are set up where they can be viewed in running operation by the public from the sidewalks. The newscaster's desk and microphone are also visible to onlookers from the outside.

Six Stations Picked For Nat'l Lead Series

National Lead Co., New York (Dutch Boy white lead, etc.), has selected six stations for its test spot campaign to begin on March 15. Series will be quarter-hour programs entitled "The Unbelievable" and will be twice weekly for 17 weeks. Stations on list are KRNT, Des Moines; WISN, Milwaukee; WFBL, Syracuse; WHP, Harrisburg; WBNS, Columbus; WCSH, Portland, Me. Marschalk & Pratt Inc., New York, is the agency.

Five-Minute Program Gets Good Reception

Jackson, Mich.—"Headlines of Yesteryear", Bernard Wilson's new daily program on WIBM, Jackson, Mich., sponsored by Gray's Men's Wear, had demonstrated that it is possible to stay within a limited advertising appropriation, and still present the listener with outstanding novelty entertainment. The show, consisting of the reading of an old newspaper taken from the library files, is a five-minute feature aired nightly, immediately following a popular ten-minute local news program.

Wilson, production manager of the station, designed the show to further support his claim that five-minute shows can be bright spots on a station's schedule.

Three weeks ago he notified the commercial department that a five-minute show, "The Rhyming Reporter," was available for sponsorship. The show was a presentation of the news of the day, told in rhyme. It was auditioned for the Jackson Beer Co. the same day and started its run on the air that evening, garnering a big audience immediately.



COMING and GOING

EARL HARPER, WNEW sports announcer, leaves New York this week for Florida to cover the spring training camps of the various baseball teams.

PAUL LEWIS, Columbia Concerts Corporation, back in New York after Hollywood business trip.

PHILIP PONCE, artists' agent, arrives back in New York today.

SAUL BORNSTEIN, Berlin Music head, is due back in New York this week.

FRANK CURLEY and his daughter, Rose Marie, arrive today from Miami.

MAC ROSMAN, contact man for Caesar Music, left town Saturday for the west, where he'll be married and then honeymoon at Niagara Falls.

MARY SMALL opens in Boston on Thursday for a week's engagement at the Keith Boston Theater. On March 25 she will be in Chicago for a week at the Palace.

MORTON DOWNEY, accompanied by his wife, sails for England in April. Downey will make a series of theatrical appearances and recordings to be broadcast over the Luxemburg stations.

WILLIAM BEHRMAN is back home at WBOW and Terre Haute from New York.

CLARENCE LEICH of WGBF and WEOA, Evansville, Ind., back from New York trip.

SYLVIA CLARK, NBC comedian in the Chicago studios, left the Windy City last week for the east on a fortnight's vacation.

MRS. JACK GIHON, wife of the manager of KDKA, Pittsburgh, has return from Florida.

Added to KWK Staff

St. Louis—Recent additions to the staff of KWK include Bill Cook, announcer, formerly of KFWB, Hollywood, and WLAC, Nashville, and Wright Esser, feature writer.

John Conrad, member of the KWK announcing staff for three years, has been promoted to director of public relations.

Ray Dady has left the ranks of news commentators to head the station's Planning Bureau.

Jimmy Burke, chief engineer, is back on the job after a layoff due to an injury.

On the Radio—Daily!

Hits from

Ready, Willing and Able

TOO MARVELOUS FOR WORDS

JUST A QUIET EVENING

SENTIMENTAL AND MELANCHOLY

• • •

European Hits

VIENNA DREAMS

CAFE CONTINENTAL

• • •

When Old Friends Meet Again

WITH PLENTY OF MONEY AND YOU

Harms, Inc.

RCA Bldg., New York City

New Accounts

Renewals

NBC

F. W. Fitch Co., Des Moines (Fitch shampoo) through L. W. Ramsey Co., Davenport, STARTS "Fitch Romances" on 5 NBC-Red stations (WEAF, WCAE, WMAQ, WTAM, WWJ), Saturdays, 11:45 a.m., to 12 noon, on March 13.

Procter & Gamble Co., Cincinnati (soap products) through Compton Advertising, Inc., New York, STARTS "Vic & Sade" on 2 NBC-Red stations (WEAF, WMAQ), Wednesdays, 7:45-8 p.m., on March 10.

Packer Tar Soap, Inc., New York (Tar soap) through Stack-Globe Advertising Agency, New York, RENEWS "Thatcher Colt Mysteries" for 26 weeks on 31 NBC-Red stations, Sundays, 2:30-3 p.m., effective April 4.

Procter & Gamble Co., Cincinnati (Ivory flakes) through Compton Advertising, Inc., New York, STARTED "Vic & Sade" on basic NBC-Blue network, Wednesdays, 10-10:15 p.m., on March 3.

General Foods Corp., New York (Grape-Nut flakes) through Young & Rubicam, Inc., New York, STARTS Burns & Allen on 69 NBC-Red stations, Mondays, 8-8:30 p.m., on April 12.

S. C. Johnson & Son, Racine, Wis. (Johnson's floor wax products) through Needham, Louis & Brorby, Inc., Chicago, RENEWS "Fibber McGee and Molly" on 58 NBC-Red stations, Mondays, 9-9:30 p.m., effective April 12.

CBS

Fisher Body Craftsman's Guild, Detroit, through Arthur Kudner, Inc., New York, STARTS "Guild Award" on 51 CBS stations, 7:30-7:45 p.m., for four-time run, March 10, 12, 17, 19.

Ralph Powers, formerly with WHN, New York, has joined the announcing staff of WFBR, Baltimore, succeeding Bill Herson, who has gone with WKBW, Buffalo. Powers is handling several programs, including the early morning hour and some of the news broadcasts.

Larry Trexler, member of WNOX (Knoxville) announcing staff, has been named news commentator and will handle all WNOX news broadcasts. Station has just taken on United Press News Service. News will be aired six times daily, with important flashes to be broadcast immediately.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 8 of a Series

WBIG—Greensboro, N. C.

1000 *Watts* — 1440 *K.C.*

EDNEY RIDGE, Managing Director

WBIG, located within fifty miles of the world's richest tobacco markets, is owned and operated by the North Carolina Broadcasting Co. Established in 1926, WBIG is the only radio station in Greensboro, and services an estimated 1,126,000 population. Its broadcasting day begins at 6:30 a. m. and continues through to 11:30 p. m.

* * *

THE station is an affiliated station of the Columbia Broadcasting System. The facilities of the World Broadcasting System are also placed at its advertisers' disposal. The primary and secondary coverage of WBIG includes 25 counties, located in both North and South Carolina, and an estimated listening audience of 598,300. A sweeping modernization of equipment was recently completed with new high fidelity transmitters, latest type vertical radiator antenna and high fidelity speech input equipment being installed.

* * *

DURING the past presidential campaign, WBIG broadcast more political talks than any station in North Carolina, originating a number of state wide hook-ups. In three major disasters of the past year, viz: Floods of March, 1936; Tornado disaster of April, 1936 and the recent floods of December and January, WBIG collected, and turned over to the Red Cross $22,000, in addition to clothes and food collected and sent to the local chapters.

* * *

WBIG's list of satisfied sponsors is a credit to any broadcast station. Following are a few: Coca Cola Civic Club, thrice-weekly musical show, has just renewed for its fifth year; New Method Laundry, Hillbilly music, renewed for fifth year; Rustin Furniture Co., renewed for fifth year; Carolina Baking Co. renewed for third year; B. C. Remedy Co., sports, eighteen months, renewed for 1937; Chevrolet Motor Cars, transcriptions, 34 months.

4 Ace Air Comics In Summer Recess

(*Continued from Page* 1)

discussion has been held regarding a summer series, ditto Ed Wynn.

At present it looks as though Burns & Allen, and Ken Murray will be the only comedians on the air in July. Ken Murray takes over the CBS Campbell tomato juice program, Wednesdays 8-8:30 p.m., now held by Burns & Allen, on March 31 and Burns & Allen switch to their new sponsor General Foods (Grape-Nut flakes) on April 12, 8-8:30 p.m., over a coast-to-coast network of 69 NBC-Red network stations. A repeat for Pacific Coast listeners will be heard at 9:30 p.m. Ray Noble and his orchestra will be the musical support for the series. Bill Stuhler, radio director of Young & Rubicam, General Foods agency for Grape-Nuts, is now in Hollywood, preparing the program's debut.

General Foods has taken the spot now held by S. C. Johnson (Johnson's floor wax products) for its Fibber, McGee & Molly show. But on and after April 12, the show will be heard at 9-9:30 p.m. each Monday on the NBC-Red. With the shift in time the network has been extended out to West Coast with the repeat broadcast for the Red mountain and Red Pacific groups being heard at 12 midnight to 12:30 a.m.

Talent to take the place of the comedians that will be off the air during the summer has not been selected as yet. All the sponsors will retain their choice network periods, hence they must build a show but will most likely reduce the talent budget for the summer. Cantor, Baker, Benny and Allen all intend to make movies during the warm months, but Allen is the only one still on the fence. He wants to see the story first before he commits himself.

Webs' February Biz Leaps Over Last Year

(*Continued from Page* 1)

cent differential, February average was higher than that of January in point of gross revenue.

Mutual Broadcasting System billings for February totaled $192,088. Of this sum the basic did $154,344 and supplementary $47,744.

4,000,000 Replies Claimed in Contest

"The O'Neills" program on the NBC-Red and Blue, sponsored by Procter & Gamble is said to have polled 4,000,000 entries in the recent Pontiac contest which closed Feb. 27. Contest was also promoted in magazines. Compton Advertising, Inc., here, handling the account, would not comment on the report.

Sid Schwartz Laid Ip

Sid Schwartz, WNEW publicity director, is laid up at home by the grippe.

AGENCIES

EDWARD L. WERTHEIM, associated for the past twelve years with Sterling Advertising Agency, Inc., has formed his own company under the name of Edward L. Wertheim Advertising Agency. Offices are located at 151 West 40th street. His son, E. L. Wertheim, Jr., will be associated with firm as an account executive.

ROLAND TRENCHARD, former general manager of New Jersey Broadcasting Corporation has joined A. W. Lewin & Co., Inc., Newark, as an account executive.

DANIEL STARCH research organization has put out Tested Copy, monthly publication for advertisers and agencies.

ARTHUR BANDMAN is the account executive of the Artwil Advertising Co. who will handle the radio and newspaper campaign planned by Allied Independent Stores, an association of about 500 retail food stores.

GEORGE COUPER is joining the Advertising Service Co., Chicago, which is planning radio campaigns for several accounts.

MARY RUTH BARRY has been appointed by Kenyon & Eckhardt, Inc., as assistant director of the agency's publicity department headed by Sam G. Wingfield. Miss Barry was formerly with Benton & Bowles, Inc., and the Scripps-Howard Newspapers.

ARTHUR PRYOR, JR., radio director of Batten, Barton, Durstine & Osborn, arrived back in town after an extended business and pleasure trip through the South.

WILLIAM STUHLER, Young & Rubicam radio director, is on the West Coast for several weeks.

W. L. Y. DAVIS has joined Marschalk & Pratt Inc. as director of marketing and research. He was formerly general manager of the Wehrly Co. and general manager of Market Research Corp. of America, and prior to that director of marketing and research for G. M. Basford Co.

★ PRIVACY plus expert recording are guaranteed you when your Electrical Transcriptions are produced in our Studios.

UNITED ARTISTS and GAUMONT BRITISH and many others use this famous service.

RADIO & FILM METHODS
101 Park Ave. - New York
CAledonia 5-7530

ANNOUNCERS

JOHN K. CHAPEL, WOW (Omaha) announcer, is participating in a motion picture that is being distributed throughout the theaters of the middle west. The picture is entitled "The Touch Down." It shows the highlights of the 1936 football season. Ralph Wagner, sports editor of the Bee News, and Harold Hutchinson, former Cornshucker football center, discussed the new coaches of Nebraska and Iowa Universities. The picture is a 15-minute reel, and is the first in a series of 15 to be released.

Bill Book is a recent addition to the announcer staff at KWK, St. Louis. Others on the staff include Allen C. Anthony, the boss-man; Martin Bowen, John Neblett, Tom Dailey and Hal Culver.

Thomas Reid, formerly with KWTO-KGBX, Springfield, Mo., and KFPW, Fort Smith, Ark., is now one of the newscasters at KSD, St. Louis.

Bill Baldwin, station announcer at WOW, Omaha, was the principal speaker for the Radio Class of the Y. M. C. A. High School Vocational State Conference held in Omaha.

John Weber moves cross-town from WTEL in Philadelphia for an announcing post with WIP. Willard B. Botts joins the station staff as field engineer, coming in from WJEJ, Hagerstown, Md.

Kenneth Beghold has left the announcing staff of WIBM, Jackson, Mich., and has set out for the West Coast.

Joe Epperson, WNOX (Knoxville) chief engineer, is recovering from an attack of pneumonia in a Knoxville hospital.

Woodruff Bryne, formerly of the announcing staff of WATL, Atlanta, has joined the WNOX announcing staff, Scripps-Howard outlet for Knoxville, Tenn. Bryne specializes in dramatic work and will be heard in drama roles as well as carrying a regular announcing schedule.

Allen Fort, formerly with WATL in Atlanta, Georgia, also has joined the announcing staff of WNOX, and will handle special music broadcasts.

Kenneth Cox, has joined the engineering staff of WNOX, Knoxville, Scripps-Howard station, as master control operator. Cox is also active in "Ham" circles, and helped considerably in the transmission of local messages to the flooded areas.

Jimmie McLain formerly on the announcing staff of WFAA, Dallas, and on the production staff of the Texas Centennial, joins WOAI, San Antonio, on March 16.

Chatter

JOE B. ROBERTS, creator of "Stump and Sapho," a one-man show which has been presented over many stations throughout the country, expects to be ready soon to launch his own station, WJBR, Gastonia, N. C. A construction permit has been issued, and only a few minor matters are yet to be cleared up. Roberts also has another show, "Down Yonder," which has been presented 282 times over leading stations and is about to be sold to a national sponsor. He presented 84 episodes of "Stump and Sapho," which is a negro detective story in which Roberts has introduced some 70 characters.

Down in Dallas, Mr. and Mrs. Barry Gray, performers who have done some radio writing, and John N. Wisner, one-time circus agent and now a retired cotton broker widely known in the south, west and other parts, are planning a radio act composed of songs, piano numbers and chatter.

James Melton, the Saturday Night Party m.c. on the NBC-Blue net, has two more films to make for Warner Bros. before October.

Mel Wissman, script writer for WWJ, Detroit, is recovering from an appendix removal.

Ralph Patt, announcer at WJR, Detroit, and Oklahoma Bob Albright are conducting a local Winchell vs. Bernie feud over the air.

While News Editor and Mrs. Foster May of WOW, Omaha, are vacationing in Mexico, Program Director Harry Burke and Announcer John K. Chapel are dividing duties on his news broadcasts.

Winder R. Harris, managing editor of the Norfolk Virginian Pilot, is returning to air work after a month's illness in a local hospital. Managing Editors of both papers, Pilot and Ledger, do commercial stints over newspaper owned WTAR totaling same air-time weekly. Harris does a Friday morning quarter-hour spot for Pender Grocery Co. tagged "Women in the News." His other program, of equal length, is "High Spots of the Week's News," sponsored by the National Bank of Commerce of Norfolk. Tome Hanes, m. e. of the Ledger-Dispatch, does nightly five-minute sport column dubbed BC Sports Review.

Wally Warren, conductor of KOIL's (Omaha) "Behind the Headlines" is looking over a situation in Frisco.

Dorothy Green, wife of "Happy" Green, assistant production manager at KMOX in St. Louis has zephyred into Omaha to visit relatives for a month.

Kent Josef has been added to the production staff of WIBM, Jackson, Mich. He was formerly connected with WKZO, Kalamazoo. WJIM, Lansing and WKBZ, Muskegon in various capacities.

Bert Green, formerly of the sales staff of the Affiliated Broadcasting Co., has joined the commercial department of WIBM, Jackson.

Gale Blocki of the Chicago office of John Blair & Co., radio representatives, was in Omaha last week to visit WOW and to discuss programs now running over this station through its national representative. He also wanted to get a better understanding of the station and its possibilities. Blocki was enthusiastic about WOW and its up-to-the-minute facilities.

Jack Light, assistant manager of WTAR, Norfolk, is now in his new apartment after returning to work from his recent eye operation.

George Marshall Durante, who conducts the School of Radio Technique, announces that he is enlarging his quarters in the RKO Building, Radio City.

WICC, Bridgeport: Carmen Gallucci in as accompanist for new Edith Jolson series on Thursdays....the Four Mariners, George Underhill, Charles Day, Anthony Esposito and Steve Dondero, former stars of the "Rhythm Ride," reunited and made their public bow in the Stratfield Hotel Rose Room on Saturday with WICC—casts in the offing....Rubinoff and his violin in a transcribed Musical Moments series resumed on WICC schedules....Harriett Woodruff Rogers of Orange is the new New Haven contralto, broadcasting at 1:15 p.m. on Friday afternoons. March 10 will mark pianist Elsa Hemenway's farewell broadcast.... Add March birthdays of WICC-casters Margaret Dillon Morris, Catherine Russell..Add new programs: First National's Family Party on Tuesdays at 7:30 p.m. from the Yankee Network; Vic and Sade in a new night-time series on Wednesdays at 10 p.m. from the National network.

Marconi to Speak

Guglielmo Marconi will address the fourth annual Chicago Tribune Woman's Congress meeting in the Palmer House, Chicago, in an international broadcast from Rome on Thursday, 4-4:15 p.m., over the NBC-Blue.

KGKO Leases Quarters

Forth Worth—KGKO, which is to be moved from Wichita Falls, Tex., to Fort Worth on April 1, has taken a 10-year lease on the top floor of the Medical Arts Building here for studios.

GUEST-ING

LEE TRACY, Mary Brian an Andres Segovia will be on the Kra Music Hall program March 12, aire from the coast over NBC-Red a 10 p.m. EST.

MARGARET ANGLIN and CON NIE GATES will be on the "Hammer stein Music Hall" program March 1 over the CBS network at 8 p.m.

ILEANA, now singing at the Ver sailles, and CHARLEY KING,, guesta on the "Hammerstein Music Hall, March 23.

MARY BOLAND and the HAMIL TON COLLEGE CHOIR will be or Rudy Vallee's March 11 hour ove the NBC-Red at 8 p.m.

MARY SMALL appears on the "Show Boat" program again March 18.

TYRONE POWER and LORETTA YOUNG in scenes from "Love Is News," will be Hollywood Hotel guests for March 12. Burns and Allen will also appear again on the broadcast.

BURNS AND ALLEN, who begin new NBC series for Grapenuts April 12, appear on the Lux Radio Theater, March 29, in "Dulcy."

New Biz in Philly

Philadelphia — New business at WFIL includes: Acceptance Banking Corp. (auto finance), through Al Paul Lefton, 13 weeks; True Detective, Fridays 10:30-11 p.m.; J. B. Liebman (furniture), through Edward Shapiro Agency, 52 weeks, 18 spots weekly; Bornot (cleaners), through P. M. Allen Agency, 52 weeks, 12 spots weekly; New Departure Mfg. Co. (bicycles), through Lord & Thomas, three weeks, 18 spots weekly.

WIP has obtained direct Christian Science Committee on Publications (religious), 26 weeks, quarter hour.

Landry Show Auditioned

Art Landry has auditioned a program to be broadcast as a sustaining over WOR. Program is entitled, "House Party". Will be aired under direction of WOR Artist Bureau.

Reiner to Conduct Two

Fritz Reiner will conduct the CBS Ford Sunday Evening Hour for two broadcasts beginning March 14. Elizabeth Rethberg, Metropolitan soprano, will be the guest vocalist on the first program.

Fibber and Molly Celebrate

Fibber McGee and Molly will celebrate "a century of progress," when they appear for the 100th time on their program over the NBC-Red tonight, at 8.

Start Spots on WNEW

Lord's Women's Stores Inc., have begun 39 weeks of spot announcements on WNEW's "Moments with Margo" show.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

THE "most beautiful girls in the world" helped Molly Steinberg open WABC way back in 1926....She's the Tuesday femme commentator....onetime Earl Carroll publicity gal....says she's started more stage stars airward than any other two people....Helen Menken, Mady Christians and Frieda Inescort were all aired under the Steinberg aegis in 1933 for the first time....Photographing a chef is all gravy....When Rosellen Callahan and a photographer "shot" George Rector among the pots and pans he insisted that the food be real, not prop....the eggs au beurre noir sizzled for the camera....then fed the cameraman....he's looking for more kitchens to conquer....

▼ ▼

Elizabeth Lennox, now of "Broadway Varieties," to be feted by the McDowell Club....They're giving her a reception....Elaine Melchior, thespian kin of Met-warbler Lauritz Melchior, staging a radio comeback via "Tell Us Your Story"....Ruth Barth, lady scribe of "March of Time" fame, is "maying" (in March) somewhere upstate....Meri Bell readying her swing for a femme golf tournament....her palms are blistered....'House Beautiful's" "Bride's House" will be the subject of the Kathryn Cravens March 19 broadcast....she'll say things about decoration in the new manner....June Aulick, who helps further radio destinies in CBS publicity, has acquired a tartan....She's a Frazer on the distaff side and the lassie wears the clan's plaid....

▼ ▼

The gals come in for Ted Malone's exclusive attention the week of Monday the 15th....He'll read and discuss poetry by femme bards Helen Welshimer, Adelaide Love, Rosa Zagnoni Marononi, Audrey Wurdermann, Pulitzer prize winner for 1935, and Dorothy Aldis....What, no Edna St. Vincent Millay? Gogo Delys is ticker-bound at an early date...."Music a la Gotham's" Ethel Peyser to interview Angela Diller, prexy of the Diller Quaille Music School, over WQXR on Monday....Canine tragedy—Virginia Rea's Chin-Chin being cut dead by the Tallulah Bankhead pooch....after what seemed to be the beginning of a beuatiful and doggy friendship....Anent the burning question of femme musicians versus male talent....Ina Ray Hutton, lady director of an all-gal ork, believes that television will solve the problem....According to Ina, the lads may be able to swing a superior saxophone....But how do they look while they're doing it?



● ● ● Gordon and Revel, ace songwriters who clicked via the Broadway route, definitely refused to sign a pix contract unless permitted to give Bobby Crawford (who made the "way" easier) three songs per year....This was agreed to by all parties....Ray Block signed for Mills records....San Felice cigars the other day auditioned Smith and Dale also....Fridays is the only day Mark Warnow hasn't a commercial....Gabriel Heatter didn't get a NEW sponsor in the past week. He only has five now!....Bernice Judis' help-mate at WNEW, Janet Ross, will be Mrs. in two weeks.....NBC's retiring vaude booker, Rubey Cowan, who goes to Paramount Pix, threw a party for his pals at the Cafe Loyale Saturday....Eton Boys going into pictures....Do Ri Me, Del Casino and R. Block's band, auditioned on the cigar show too.

● ● ● *Radio Row turned out in full force for the New Yorker opening the other night....Introduced for bows were: Glen Gray, Ruby Newman, Gogo Delys, Gordon Jenkins, Jack Miller, Morton Bowe, Gracie Barrie (without Dick Stabile because he opened at the Wm. Penn in Pitts. the same night), Mike Reilly in bandages, Henry Dunn, Al Shayne, Russ Morgan, Ken Roberts, Rita Johnson, Phil Baker, Guy Lombardo, Ozzie Nelson, Harriet Hilliard, Nick Lucas, Buddy Clark, Martha Mears, Joe Rines, Pinky Tomlin and naturally Abe Lyman....Gordon and Revel had the song publishers, pluggers and artists clamoring for more of their music....They did their medley of it and forgot some after the "millionth"...."What happens to the pictures taken at opening nights?" asked Mack after being posed.*

● ● ● Jack Randolph was thrown off the air yesterday because he got too popular with the radio fans!....and was giving Jerry Cooper a run for his money!....Inside story is that "Randolph" is the transcription name of Jerry. In a poll now running, Cooper is only a few votes ahead of his "voice"....Ralph Kirbery was forced down in Florida, N. Y., the other night and had to be driven in via a buggy....Rubinoff, signed to a picture contract, will depart for the coast in April....Countess Olga Albani flies from her Chi. home every week for the Ford show....Arthur Hayes, CBS radio sales, is back at his desk after a three-week siege with the flu....Walter Winchell's return to Radio City's studios undetermined, sez his secretary.

● ● ● *Two kids saw Mary Lewis leave a Philly theatre. "That's the famous diva," said one....To which the other replied, "You mean she's as good as Eleanor Holm"....This actually happened....Lee Posner, press agent and commentator on the recent WHN "Little Old New York" airings, turned actor and heads a colored unit....Russek's are looking for a transcription show....One day they're renting, the next buying and finally building a home. That is the fix the Lester Lees are in now....Conn. is the site....Bettie Glenn suffering from a lip-infection....Alois Havrilla on the sick list....NBC's television man, Tim Sullivan's dad, Pat, ailing....Wayne Randall's secretary at NBC, Leonard Braddock, out with the grippe....A sponsor now paying a certain fellow $50 per airing, goes around telling people that the lad is surely worth $300...."Madame Butterfly" is spotted at the Met in New York tonite while Grace Moore and Cary Grant do the same opera on the Lux show from the Coast.*

☆ STATION FLASHES ☆

INSTALLATION of Parking Meters on Norfolk's Main Drag, Granby Street, beside causing much local commotion, stepped up and threatened some business on WTAR. Church Street, Norfolk's other and older shopping center where there are no meters, has come aboard the ether waves with a Church Street Campaign, while Granby Street merchants threaten with cancellations if business tumbles because of the meters. Gadgets are in on a 90-day trial with apparently not too great chances for permanency judging by strength of present opposition.

KOIL of Central States Broadcasting, Omaha, has placed its order for a new 5,000 watt RCA transmitter, according to Technical Director Harry Harvey. So advanced is the transmitter's design that its serial number is 1.

L. L. Coryell & Son, an oil firm in Lincoln, Neb., has applied to the FCC for the right to erect a superpowered station just outside the city limits.

WIBU, Poynette, Wis., has opened a studio in Beaver Dam, Wis., with Bruce Beichl, formerly of KGNB, Honolulu, Hawaiian Islands, as manager, and Alfred Zemlo as chief technician.

WRJN, Racine, Wis., is electrically transcribing its "Opinions of the Passerby" broadcast when originally staged at 1 p.m. and then rebroadcasting the recording at 7:30 p.m. to permit those appearing on the program to hear themselves.

Numbering among the technical improvements being made at WTAR, Norfolk, at the same time the new transmitter building is under way are division of master control room into subsidized studio controls and complete ribbon microphone installation throughout. New speech input amplifying equipment has been installed at the present transmitter, prior to its being moved to Glen Rock.

Compiled Coronation Data

Blevins Davis of the Drama Department of Yale University compiled the factual matter for the "Coronation Preview" presentation, which was aired over NBC-Blue network yesterday from 8 to 9 p.m. Davis is considered one of the outstanding American authorities on English Coronations.

Warren and Dubin's Two grand hits
Summer Night
How Could You
• • •
Gee But You're Swell
REMICK MUSIC CORP.
RCA Bldg., New York City



CBS expanding and picking a better spot for its live talent dramatic series, "White Fires", which is to go Pacific network Wednesdays at 10 p.m. and stretches from 15 minutes to half an hour. Charles Vanda producing.

Buddy Rogers' representatives report Buddy planning to do a 13-week series for British Broadcasting on his summer return trip to London. Planning to use some American players, augmented by British pickups.

Lou Winston, general manager of Radio Recorders, which recently moved into its new four-studio transcription plant on Western Ave., has returned from a six-day flying trip that took him to more than a dozen middle west and southern cities.

CBS tried out airing wrestling matches last September, liked the response, and is preparing to resume the broadcasts as a Pacific network Monday night feature, with Garry Breckner doing the Hollywood Legion matches.

KEHE has put in remotes and will make a Thursday night feature of Al Eldridge's dance band from Topsy's Cafe. Eldridge, a newcomer to California, was formerly of St. Louis.

Original Mirandy of the old Bev Hills Hill Billies now does a homey 15-minute morning broadcast, reads poems, etc., over KFAC. Station reports her offer to mail out one of the poems she had read brought in 2,800 requests when they had expected perhaps 500. Dr. Ross, Silver Suds Soap is sponsor.

2 Join KVOR News Staff

Colorado Springs, Colo.—KVOR has two new additions to its radio-news staff, replacing Bill Moore, who went to the Associated Press Bureau in Denver, and Aubrey Benson. The new men are Alan Pugh and Donald B. McCaig, both of Denver. Pugh has had several years experience on newspapers and with Fox Movietone as cameraman and continuity writer. McCaig comes from the Denver News and Denver Post as reporter, and from the KFEL, Denver, news service.

Bargain Matinee

WNOX, Knoxville, Scripps-Howard station has named Thursdays as two-for-one bargain matinee day for the "Mid-Day Merry-Go-Round" broadcast, held in the 800 capacity WNOX auditorium. The show runs a full hour and fifteen minutes of variety entertainment of hillbilly talent and hot swing music, and stars a rube character and high tenor as the feminine appeal.

Admission to the auditorium broadcast is 10 cents. The program is aired as a daily feature.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

Today: W. H. Lancaster & J. W. Birdwell, d/b as Johnson City Broadcasting Co., Johnson City, Tenn. CP for new broadcast station. 1200 kc., 100 watts, 250 watts, LS, unlimited.

March 9: Northern Broadcasting Co., Traverse City, Mich. CP for new broadcast station. 830 kc., 500 watts, daytime.

H. A. Hamilton, Spartanburg, S. C. CP for new broadcast station, 1420 kc., 100 watts, 250 watts LS. unlimited.

Leonard A. Versluis, Grand Rapids, Mich. CP for new broadcast station. 830 kc., 500 watts, daytime.

March 10: North Georgia Broadcasting Co., Rossville, Ga. CP for new broadcast station. 1200 kc., 100 watts, daytime.

James D. Scannell, Lewiston, Maine. CP for new broadcast station. 1420 kc., 100 watts, unlimited.

Ogdensburg Publishing Co., Inc., Ogdensburg, N. Y. CP for new broadcast station. 1500 kc., 100 watts, unlimited.

March 12: Elmira Star-Gazette, Inc., Elmira, N. Y. CP for new broadcast station. 1200 kc., 250 watts, daytime.

WREN, Lawrence, Kansas. Authority to transfer control of corporation.

R. Lacy & J. R. Curtis, Lufkin, Tex. CP for new broadcast station. 1310 kc., 100 watts, daytime.

Red Lands Broadcasting Assn., Lufkin, Tex. CP for new broadcast station. 1310 kc., 100 watts, daytime.

March 15: H. O. Davis, Mobile, Ala., CP for new broadcast station. 610 kc., 250 watts, 500 watts LS, unlimited.

Seaboard Investment Co., Inc., Montgomery, Ala. CP for new broadcast station. 610 kc., 250 watts, 500 watts, LS, unlimited.

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new broadcast station. 1370 kc., 100 watts, daytime.

Harold Thomas, Pittsfield, Mass. CP for new broadcast station. 1310 kc., 100 watts, 250 watts, LS, unlimited.

March 16: Arthur H. Croghan, Minneapolis, Minn. CP for new broadcast station. 1310 kc., 100 watts, daytime.

Troy Broadcasting Co., Inc., Troy, N. Y. CP for new broadcast station. 650 kc., 1 Kw., daytime.

Utica Observer Dispatch, Inc., Utica, N. Y. CP for new broadcast station. 950 kc., 1 Kw., daytime.

March 17: KRLH, Midland, Tex. Mod. of license. 1210 kc., 100 watts, daytime.

March 18: Brooklyn Daily Eagle Broadcasting Co., Inc., Brooklyn, N. Y. CP for new broadcast station. 1400 kc., 500 watts, unlimited.

WBBC, Brooklyn, N. Y. Mod. License. 1400 kc., 500 watts, unlimited.

WVFW, Brooklyn, N. Y. Mod. License. 1400 kc., 500 watts, specified time.

WEVD, New York, N. Y. Mod. license, 1400 kc., 1 Kw., unlimited.

March 22: Loyal K. King d/b as Radio & Television Research Co., Los Angeles, Cal. CP for new broadcast station. 1570 kc., 1 Kw., unlimited.

Southern Broadcasting Corp., New Orleans, La. CP for new broadcast station. 1200 kc., 100 watts, share time.

WJBW, New Orleans, La. CP to change power and time to 1200 kc., 100 watts, 250 watts LS., unlimited.

March 23: KDON, Del Monte, Cal. CP to change power and time. 1400 kc., 250 watts, 1Kw., LS, unlimited.

Bend Bulletin, Bend, Ore. CP for new broadcast station. 1310 kc., 100 watts, 250 watts, LS, unlimited.

March 24: WSPA, Spartanburg, S. C. CP to change power. 880 kc., 5 Kw., daytime.

Juan Piza, San Juan, Puerto Rico. CP for new broadcast station. 1500 kc., 100 watts, 250 watts, LS, unlimited.

Ann Arbor Broadcasting Co., Ann Arbor, Mich. CP for new broadcast station. 1500 kc., 1 Kw., unlimited.

March 26: Geraldine Alberghane, Pawtucket, R. I. CP for new broadcast station. 720 kc., 1 Kw., daytime.

March 29: Continental Radio Co., Washington. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

Hearst Radio, Inc., Washington. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

U. S. Broadcasting Co., Washington. CP for new broadcast station. 1310 kc., 100 watts, unlimited.

R. R. McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

West Texas Broadcasting Co., Wichita Falls. CP for new station. 1380 kc., 1 Kw., unlimited.

Wichita Broadcasting Co. Wichita Falls. CP for new station. 620 kc., 250 watts, 1 Kw. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 Kw., 5 Kw. LS., unlimited.

March 31: Wm. O. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Malcolm H. Clack, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

April 1: Smith, Keller and Cole, San Diego. CP for new station, 1200 kc., 100 watts, daytime.

Clarence C. Dill, Washington, D. C. CP for new station. 1390 kc., 1 Kw., unlimited.

April 2: W. W. Hartman Co., Waterloo, Ia.- CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

Charles Porter & Edwaird T. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime.

General Electric Co., North Belmont, Cal. CP for new int'l station. 9530, 15330 kc., 20 kw.

Louisville Broadcasting Co., Louisville, Ky. CP for new station. 1210 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

John W. Haiges, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

(*Continued on Page 7*)



FIBBER McGEE is slated for movies, according to his Boswe

Sigmund Spaeth, tune sleuth, v guest on the Barn Dance of March

Anson Weeks ork opens at Edgewater on Friday and will aired over WBBM, while Red Nich and his band come to the Hotel Sh man on March 12 and will also j the dance brigade of CBS.

Thirteen thousand seven hundr and sixty-five guests attended WG visible shows during the month February in the blue and silver m studio and 3,716 persons visited studios on tours during the sa period of time.

Stephen Gross replaces Les We rott as director of "Betty and Bob

Elizabeth Reller, who is Betty the serial has returned from a Pa Springs vacash.

Harlow Wilcox, portly NBC a nouncer, given the sobriquet "Squire".

Pierre Andre is subbing for Char Lyons of the NBC staff of announc while latter is resting on west co

Bill Hampton, Chicago radio lyr ist, really has something in "Annie's Cousin Fannie."

H. V. Kaltenborn broadcast regular Sunday night program y terday from the studios of WBI here.

The second series of NBC Ho Symphony concerts concluded w the broadcast of last Saturday.

George Isaac is now exclusive t tional sales rep for WCFL here.

Roy Shield will replace Ha Kogen as musical director when WENR Minstrels resume as an N sustaining feature.

Henry Busse has been re-signed Mar-O for another 13 weeks beg ning in September.

Jack Kapp arrived in town t week for meeting in disc situat with James A. Petrillo.

Junior League has been sponso by Bowman Milk for WGN's Fires Theater program of March 17. Soc gals will do "Tom Sawyer" in c densed air version for the first pa for task of the elite in radio.

Verne Buck, theater maestro he will leave for the west coast early June for radio and pix engagemer Will take Jimmie Alexander, te protege along.

More Space to Radio

Fort Worth, Tex. — The evening Fort Worth Star-Telegram has started a double radio column, consisting of criticisms of programs of the night before and comments on programs for evening, as well as facts about network programs and personalities. Column is conducted by John Lawson. Star-Telegram heretofore has carried only routine announcements of daily programs.

The DIAL

A SERIES of five programs dealing with problems of youth and how they are solved by various agencies has been launched by WBAL, Baltimore. Frank M. Liddle, secretary, Metropolitan Boys' Branch, Y. M. C. A., gave the first, interviewing students. Program is under direction of Maryland Congress of Parents and Teachers and is heard 4:30-4:45 Wednesdays.

Two local programs were sold this week by KFOR, Lincoln. One was a man on the street to the Wendelin Baking Co. on a six-month contract, and the other "Fifty Flying Fingers" for the Royal Typewriter Co. once weekly for 13 weeks.

WBRY, New Haven, will again present a Gordon Bootery Sunday Riddle Revue program, after this commercial's absence from the air for several weeks.

WDSU, New Orleans, has added another news period at 12:30 p.m. daily, with Philco dealers here sponsoring 15 minutes of the Transradio report.

WBRY, New Haven, has induced Berelmutter-Doren, sponsor, to switch from amateurs to pro talent for its Sunday noon half-hour.

WGCM, Gulfport, Miss., serving the Gulfport-Biloxi territory, has run a line into the Edgewater Gulf Hotel and will broadcast music from that hotel's dining room twice daily. First orchestra to go on by remote control is Jerry Gilbert's. Bradley's night club at Henderson Point is also making the air nightly over the Gulfport station.

"The Singing Redheads," novelty harmony team which has been featured over the Michigan Radio Network for the past three months, will be presented in their own program over WXYZ, Detroit, at 6 p.m. each Monday, Tuesday, Thursday and Friday starting Monday, March 8. "The Singing Redheads" are Dot Aggas and Mel Wilkerson. Before joining the staff of WXYZ and the MRN, they were associated with many of the larger stations of the country, including KSTP, St. Paul, WTAM, Cleveland, WSM, Nashville, WKY, Oklahoma City, and WDGY, Minneapolis. They were heard in their own program over NBC for six months from WTAM, Cleveland, and sing with Ben Bernie's orchestra for ten weeks at Chicago's College Inn. On their new WXYZ program, they will be presented with the "Rhythmeters" instrumental ensemble under the direction of Henry Finney.

Billy Morell, production manager of WJBK, Detroit, has started a new series of "Man in the Street" stanzas, under the title of "What's Your Opinion." Strip runs at 12:30 p.m. daily, sponsored by the Ray Jewelry Co.

Sandy Nevins, well-known local reporter renamed for his sponsor's shoes, is signed for 26 times by Sears, Roebuck over WTAR, Norfolk. Show is called "Talk of the Town," consisting of small talk in a nice way and aired on Monday and Thursday evenings at 7:15 for ten minutes.

"Baseball Extra" is the title of a new series, featuring Harry Heilmann, veteran of the Big Leagues and Michigan Radio Network baseball commentator, to be introduced over WXYZ, Detroit, and the Michigan Radio Network at 7 p.m. today. The program will be presented Monday, Wednesday and Friday, under the sponsorship of the Pfeiffer Brewing Co. of Michigan.

Yours Truly, Mr. Dooley, along with John K. Chapel, the jolly old co-conspirator broadcast the Curiosity Club of the Air from the Henry Yates School in Omaha on Thursday afternoon. Preceding the actual broadcasting of the program by remote control, there was a lively and typical Dooley Amateur program, using the outstanding talent in the various classes.

F. C. C. ACTIVITIES

(Continued from Page 6)

Ocala Broadcasting Co., Ocala, Fla. CP for new station. 1500 kc., 100 watts, 250 watts, LS., unlimited.

Fla. West Coast Broadcasting Co., Inc., Clearwater, Fla. CP for new station. 1300 kc., 250 watts, unlimited

State Broadcasting Corp., New Orleans. CP for new station. 1370 kc., 100 watts, unlimited.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Pennsylvania Broadcasting Co., Philadelphia. CP for relay station. 31100, 34600, 40600 kc., 40 watts.

Ashland Broadcasting Co., Ashland, Ky. CP for relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Isle of Dreams Broadcasting Corp., Miami. CP for relay station. 1606, 2022, 2102, 2758 kc., 40 watts.

The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.

Southern Minnesota Broadcasting Co., Rochester, Minn. CP for new station. 920 kc., 1 Kw. night, 5 Kw. day, unlimited.

APPLICATIONS GRANTED

Charles C. Theis, Wichita, Kans. Vol. assignment of license to KANS Broadcasting Co.

John H. Stenger, Jr., Wilkes-Barre, Pa. CP license. 1210 kc., 100 watts, unlimited.

Charleston Broadcasting Co., Charleston, W. Va. CP for high frequency station. 26100 kc., 50 watts.

Ben S. McGlashen, Los Angeles, Cal. CP for high frequency station. 88000, 120000, 240000, 500000 kc., 500 watts.

APPLICATION DENIED

Greater Muscle Shoals Broadcasting Co., Sheffield, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

EXAMINER'S REPORTS

Wike & Studebaker, Baker, Ore. Denied CP for new station.

H. Wimpy, Albany, Ga. Denied CP for new station.

United States Broadcasting Co., Toledo, Ohio. Dismissed app. for CP for new station.

U. S. Broadcasting Co., Columbus. Dismissed app. for CP for new station

Applications dismissed: Service Life Insurance Co., Omaha, Neb.; Archie E. Everage, Andalusia, Ala., and D. L. Thornton, Centralia & Chehalia, Wash.

WOAI Adds Talent

San Antonio—The Rambling Cowboys, who have been receiving loads of mail at WOAI, have been signed to the station's talent staff. They are sponsored by Clark Gardner Nursery, in addition to other spots. The boys will soon begin a personal appearance tour of Texas' theaters and night clubs.

Monte Magee, artist of the Mutual chain at WLW, Cincinnati, and WBAP, Fort Worth, also has joined the WOAI talent roster.

Promotions at WGH

Newport News, Va. — Marshall (Jack) Braxton, an announcer for WGH since last August, has been made program director.

Joel Wahlberg, chief announcer, has taken over the added duties of production manager and news editor.

Wilby Goff, announcer, has been made musical director.

Ellis Turns Publisher

Norman Ellis, songwriter and author of "Instrumentation and Arranging for the Modern Dance and Radio Orchestra," is doing triple duty in connection with his latest number, "Carelessly." In addition to writing the music, with words by Charles and Nick Kenny, he is publishing the number and arranging his own tune.

Two New Shows on KWK

St. Louis—"This Woman's World," with Meredith Mason, and "Three Score and Ten," conducted by Tom Dailey and designed to appeal to home folks, made their debut on KWK last week.

Ripley Gets Pilot Award

Robert L. (Believe-It-or Not) Ripley, featured with Ozzie Nelson on the Fleischman program, receives the Pilot award of merit for the week.

MUSIC

RUBINOFF, CBS maestro-violinist, has been commissioned by Irving Berlin Inc. to make special arrangements of Irving Berlin's best-known compositions. They are to be for violin and violin and piano, as performed by Rubinoff over the radio. Compositions included in the deal are: "Always," "Remember," "What'll I Do," "All Alone" and "Russian Lullaby."

Jimmy Rule has left Santly Bros. to join the Harms outfit.

Isham Jones, song-writing maestro, is composing again. "Just to Remind You," "Thanks for Everything" title of which was suggested by Eddie Stone, vocalist with the band—"Misty Moonlight" and "Barefoot Boy of Mine" are the names of original numbers he will introduce next week.

Bob Crosby and his ork were met by a parade of ten automobiles and escorted to the hotel for the Chi opening of recent date.

Danish symphonic music will be aired by the NBC Symphony Orchestra under the baton of Dr. Frank Black on the March 13 broadcast, which will be the first of a series of six weekly programs to take the air in cooperation with the National Federation of Music Clubs.

Billy Catizone, violinist with Earl Truxell's WCAE Ork, has penned a musical scorcher called "Swing Fever." The orchestra introduced it over WCAE this week.

Bill Hampton, composer and lyricist for NBC's "King's Jesters," can't write a note. His formula is to write the lyrics in the form of a poem, then hum the tune to Jimmy Awad, trumpeter, who picks out the notes on the piano and sets them down in black and white.

FCC Approves Equipment

Hipower Crystal Co., Chicago, is among the radio equipment companies whose products have been approved by the Federal Communications Commission.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

COMMENTS
On Current Programs

"Gang Busters"

Dramatizations by Phillips Lord, and which he emceed, are temporarily in the hands of Col. H. Norman Schwarzkopf, former head of the New Jersey state police. Schwarzkopf does an excellent job as pinch-hitter in handling his end of the continuity and in interviewing visiting police officials. Wednesday's program, on CBS 10-10.30 p.m., revealed the dramatizations around criminals brought to justice as highly interesting fare for those who go in for detective and thriller drama. Visiting police official from Denver had a fast moving story built around a desperado whose forte was jail-breaking. Comparatively late hour, and Palmolive shaving cream as the product, is presumed to preclude (in the East at any rate) the youngsters from getting unduly wrought up over the thrillers. All yarns are of the "you can't win" variety of course.

"Community Sing"

Now on the coast, this CBS 10-10:45 p.m. song and comedy fest headed by Milton Berle et al, for Gillette safety razor blades, appears to maintain its breezy tempo; in fact, it is continuing to improve if anything. One comic that should not be left out of sight of the program director is Tommy Mack, the hare-lip laugh getter. Mack's phrase "Who's excited? who's excited?", in high pitched frenzied voice, is one sure-fire proposition.

"Morning Matinee"

This WOR-Mutual 45-minute show, in its farewell performance of the season last Thursday, offered an exceptionally fine revue program, embracing talent and material of a quality not usually found on the air at 9 a.m. With Lawrence Gray as the affable m.c., the bill included Lennie Hayton and His Orchestra, Ethel Barrymore Colt, Edith Dick, Paul Barry, the Rhythm Kings and others. There was much variety in the program, running from music, singing, comedy patter, several talks on women's fashions by authorities like Claire Whitney, Fay Jarnell and others; a piano specialty by Hayton, a batch of Hollywood news and other bits of entertainment. R. H. Macy is the sponsor at the WOR end. The series is to resume in September.

ONE MINUTE INTERVIEW

MARIO COZZI

"Let's stop the general practice of teaching young artists that they will command fabulous fees and fame as soon as they are ready for radio. Actually they ought to be prepared for years of hard work at little pay and with less glory. Our teachers and publications rarely tell of this side of the picture."



"CHICAGO SYMPHONIC HOUR"

Sustaining

NBC-Blue network. Fridays, 11 p.m.-12 mid.

CLASS MUSICAL PROGRAM OF UNUSUAL EXCELLENCE SHOULD CLICK STRONG.

Originating from the Chicago studios of National Broadcasting Co., this program took a departure from the regular fare heard during these hours usually, and with commendable success. The excellently rendered program was in sharp contrast to the dance music to be found on every other available spot of the dial. Vivian Della Chiesa's rendition of the main aria from "Madame Butterfly" was easily the high spot of the hour. Charles Sears and Edward Davies were the male soloists with Noble Cain's A Capella choir, the Mundelein College Verse Speaking choir and Roy Shields directing an NBC symphonic orchestra rounding out the balance of the cast. Carleton Smith, music critic and writer, offered a critic's viewpoint of the musical offerings. The program, an experiment by NBC, should prove to be one of the week's highspots, and will probably snare a sponsor before long.

B. B. B. & O. to Handle Coronet Air Program

(Continued from Page 1)

8:30, through WOR. The series will be known as "Coronet of the Air." Program will be a counterpart of the magazine. Deems Taylor, music critic and composer, Orson Wells, Fred Uttal, and Robert Armbuster's orchestra complete the talent lineup. For the present the program will be aired only over WOR, pending the clearance of time by other MBS stations.

BBDO has also been appointed to handle the white space advertising for the publication, which has announced it does not intend to accept advertising prior to its June issue.

Zeke Manners and Gang

Zeke Manners and his gang of hillbillies, who always provide a merry program via WMCA, had a very talented newcomer to the big city on Friday night's half-hour. She was 12-year-old Marjorie Knapp, who has been on the air out of Evansville, Ind. Little Miss Knapp, as a "flood refugee," fell right in with the hillbilly spirit and did a brief skit with "Uncle Zeke." Then she stopped the show with her singing of "Mr. Paganini."

Walter Winchell

Winchell of late seems to be injecting more live news into his broadcasts, despite the handicap of broadcasting from the coast. While not all of his stuff ever pretended to be red hot, the three-hour time differential between New York and the Coast does make a difference in the way of a late bulletin or two. This probably proved an added spur to obtaining and using newsier items on the Sunday 9-9.15 stanza on the NBC Blue.

Forest Lawn Will Give Time to Welfare Work

West Coast Bureau of THE RADIO DAILY

Los Angeles—America's real "forgotten man", the white-collar worker who has passed the peak of productivity, finds it difficult to land a job, and is too proud to go on relief, will be remembered by Forest Lawn, leader among all American memorial parks, when it goes on Station KEHE for 52 weeks with The Sunday Players next Sunday.

Forest Lawn has arranged to contribute half the time reserved for announcements on its Sunday Players programs to the Federation of Protestant Churches of Los Angeles, representing 700 congregations and 250,000 communicants in the metropolitan area, for the furtherance of its vocational placement work.

This time is completely at the disposal of the Federation, and it will be used both to develop jobs for the unemployed and to solicit funds for the financing of this important activity, which is attracting widespread attention in Los Angeles because it serves a crying need that has generally been overlooked.

Forest Lawn, since the beginning of commercial broadcasting, has been a consistent and continuous user of radio on a large scale. Its "Tapestries of Life" was a feature on KHJ for several years, and for the last year Forest Lawn has been represented by "Reunion of the States" on 50,000-watt KNX. This full-hour feature dedicates a program each week to one of the state societies by which expatriate residents of Los Angeles from every commonwealth in the union are represented. "Reunion of the States" will continue on KNX. Both The Sunday Players and "Reunion of the States" are handled through the Forest Lawn advertising agency, Dan B. Miner Co. Mertens and Price, Inc., produce The Sunday Players and cooperate in servicing the program for The Federation of Churches.

Coming Events

Today: Spring Fair of radio and televisic Leipzig.

March 15-22: North American Rac Conference, Havana, Cuba.

March 18-20: Hotel Business Promoti Conference, French Lick Springs Hot French Lick, Ind.

March 24: Columbia Broadcasting Syste stockholders' meeting, New York.

April 6: Radio Corp. of America annu stockholders meeting.

April 9: Press Photographers' Ass'n New York Eighth Annual Dance and Ente tainment, Hotel Commodore, New York.

May 2-8: National Music Week; Dav Sarnoff, chairman.

June 1-10: Radio-television expositio Moscow.

June 14: American Federation of Mus cians annual convention, Louisville, Ky.

June 20-23: Advertising Federation America's 33rd annual convention, Hot Pennsylvania, New York.

June 21-24: American Institute of Elec trical Engineers' convention, Milwaukee.

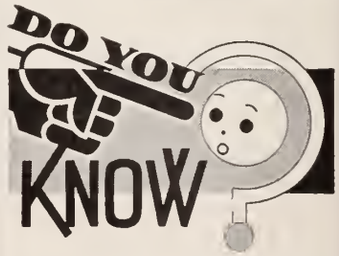
June 21-24: Summer Convention of th Canadian Electrical Convention, Banff, A berta.

Lowell Blanchard Promoted

Knoxville, Tenn. — Lowell Blanchard, former Chief Announcer a WNOX, has been named program director. Blanchard was formerly connected with KYW, Chicago WIND, Gary, the Iowa network KSO-KRNT, Des Moines, and WXY in Detroit. He came to WNOX years ago to conduct a jamboree noon program and a sponsored man on-the-street show.

Himber for Movies

Richard Himber, well-known maestro, is about to make several movie in conjunction with Gogo Delys and Fred Uttal.



Not a cent was spent by the amusement business (radio not included) for advertising over the national networks last year. In the non-network, regional and local fields it amounted to only .6 per cent.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 20 | NEW YORK, TUESDAY, MARCH 9, 1937 | FIVE CENTS

Mutual Adds 10 Stations To Net

Looking On
.... AND LISTENING IN

BETTER DRAMA A weak spoke in the wheel of radio entertainment is the type of program that is broadcast under the heading of drama.

Out of the abundance of dramatic skits and serials occupying the daytime and other hours on the air, a small handful stands out as possessing a fair degree of merit.

Most of the scripts written for the air are patent efforts to keep a story running from day to day or week to week, their main fault being that they just ramble along in a drab vein, lacking color, thrills and excitement.

Radio has reached the point of prominence and importance where it should interest the best authors of the day.

At present the movies have pretty much of a corner on scripting talent, having taken the cream from the stage and literary fields, but the radio can get its share of topnotch writers by offering the right inducements.

The vast number of educational features on the air these days is rapidly improving the intelligence of listeners.

Radio drama must improve to keep up with that standard.

●

SUGAR-COATING One way to insure greater listener-interest in commercial announcements, and at the same time discourage the agitation that crops up periodically against dull or over-long sales talks, is to makes these spiels a little brighter and, wherever possible, more on the humorous side.

When a good program of entertainment is marred by heavy-handed commercial interpolations, the sponsor is benefited less than he would be if the sales message were slipped in casually and cleverly.

Turned Pro

Cleveland—Some six years ago William A. B. Millson, then with Western Reserve University, organized the Cleveland Radio Guild. For some months Guild experimented in play-writing and production. Now Guild has begun an organized professional business, selling a unit service which includes an original play, its actors and its production.

INTER-CITY NETWORK ADDS TENTH STATION

Inter-City Broadcasting System will add the tenth station to its network with acquisition of WORK, York, Pa., which joins the network next week. Station is owned by York Broadcasting Co., and operates on 1320 kcs. with 1,000 watts full time. Robert Gulick is manager of the station.

Lenox R. Lohr to Speak On "Cheerio" Anniversary

Lenox R. Lohr, NBC president, will be guest of honor at the tenth anniversary of the "Cheerio" program Saturday, when the broadcast will run a full hour instead of the usual half hour over the NBC-Red net. Lohr will congratulate and thank "Cheerio" for his part in furthering NBC's policy of public service. Two studios will be used for the broadcast, in order to include an imaginary radio parade.

Celebrating the tenth anniversary

(Continued on Page 3)

KRKD, Los Angeles, Bought by L. K. King

West Coast Bureau of RADIO DAILY

Los Angeles—L. K. King, former business manager of Santa Ana Register, has concluded a deal to buy KRKD from Frank P. Doherty, pioneer radio man here who formerly owned KPLA, now the NBC-Blue network outlet, KECA. It was first reported that J. F. Burke, King's father-in-law and owner of KFDD, was the purchaser.

Network Expansion Will Take In Eight Oklahoma Stations and Two Texas Stations On April 1

2 Portables for WOR

Trenton — Certificates for operation of two supplementary short-wave portable stations have been granted to WOR by the Public Utilities Commission. Units will enable the station to pick up events in locations where telephone communication is not available. Call letters of the new stations will be WBAM and WBAN, and power will be 30 watts. Will operate on frequencies of 1622, 2058, 2150 and 2799 kilocycles.

Continuing its mid-west expansion plans, the Mutual Broadcasting System has added 10 more stations in Oklahoma and Texas to the network. On April 1 the entire Oklahoma network, comprising eight stations, will join MBS. Stations in the web include KGFG, Oklahoma City (call letters will be changed to KTOK); KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KGFF, Shawnee; WBBZ, Ponca City; KASA, Elk City. All stations operate on 100 watts with the exception of KCRC which has 250 watts.

In Texas Mutual has signed KTAT, Fort Worth, and WRR, Dallas. Stations will be added before May 1 and will be a permanent part of the MBS network. WRR is owned by the city of Dallas, and operates on 1280 kcs. with 500 watts. KTAT has a 1,000 watt license on 1240 kcs. and is owned by the Tarrant Broadcasting Co. Inc.

Fred Weber, general manager of Mutual Broadcasting closed the Oklahoma deal with R. U. Porter, president of the Oklahoma network and

(Continued on Page 2)

WONDERS WILL JOIN ROCKWELL-O'KEEFE

Ralph Wonders will become associated with Rockwell-O'Keefe, Inc., effective next Monday, assuming charge of the organization's radio department. Wonders is expected to return from Miami the latter part of this week, in company with F. C. (Cork) O'Keefe. Deal was closed in Florida, plus a long distance conver-

(Continued on Page 2)

749,244 RCA "B" Shares Retired in Conversion

Washington Bureau of RADIO DAILY

Washington—RCA has retired 749,244 shares of its outstanding "B" preferred stock, it was learned yes-

(Continued on Page 2)

Intensive Campaign For P. & G. Spots

Procter & Gamble Co., Cincinnati (Crisco), is placing its spot announcements on numerous stations in each city simultaneous with the arrival of a merchandising crew. Number and length of announcements in each city depends on the market. Campaign is very intensive and will probably run indefinitely. Compton Advertising, Inc., New York, has the account.

Newspapers File Applications For 103 New Radio Stations

Commissioner Payne Studying Radio Bills

Washington Bureau of RADIO DAILY

Washington—George Henry Payne, FCC Commissioner, back at his desk after recuperating in Palm Beach, will survey the radio legislation proposed by Congressmen Wheeler and Connery, it is understood.

Washington Bureau of THE RADIO DAILY

Washington—In an FCC analysis of newspaper invasion into the radio field Commissioner Irvin Stewart, FCC vice-chairman, revealed that there are no less than 103 applications now on file with the FCC for construction of new newspaper-controlled stations. In addition, there are pending eight applications for

(Continued on Page 2)

Fast Booking

Denver—Some sort of a record was hung up by the program department of KLZ when they placed Capt. Ozie (Vernon Waters) and his Colorado Rangers on nine commercial programs a week within a few days after they arrived back from Dallas, where they had been on an eight months' assignment over KPRC for the Ford Motor Co.

RADIO DAILY

Vol. 1, No. 20 Tues., Mar. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Monday, Mar. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179½	178½	178½	+ ¼
Crosley Radio	26¼	25½	25½	— 1
Gen. Electric	62½	61¼	61½	— ½
North American	30¾	29⅞	30	— ⅛
RCA Common	12½	12	12	....
RCA First Pfd.	78¾	78	78	— 1
RCA $5 Pfd. B.	(100 Bid)			
Stewart Warner	18⅞	18⅝	18¾	....
Zenith Radio	38½	37¾	37¾	— 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	....
Majestic	4½	4½	4½	....
Nat. Union Radio	3	2⅞	2⅞	....

OVER THE COUNTER

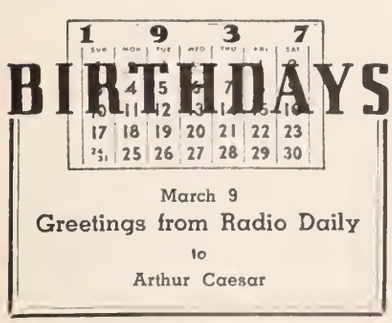
	Bid	Asked
CBS A	57⅛	58⅜
CBS B	56⅝	58⅜
Stromberg Carlson	17½	18½

New Ida Bailey Allen Series

Ida Bailey Allen launches a new series Thursday over WHN, presenting V. H. Cartmell in the first program labelled "Library Shelf." In the future visitors will be allowed to witness Mrs. Allen's regular broadcasts.

McCormack Sponsors "Find"

John McCormack will sponsor a "find" for the first time in his career when he introduces Robert Irwin, young Irish baritone, to American radio fans on the Magic Key of RCA, next Sunday, 2-3 p.m., over the NBC-Blue net.



March 9

Greetings from Radio Daily

to

Arthur Caesar

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 6, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
This Year's Kisses	(Irving Berlin, Inc.)	32
May I Have The Next Romance	(Leo Feist, Inc.)	28
Good Night My Love	(Robbins Music Corp.)	24
Boo Hoo	(Shapiro, Bernstein)	23
I've Got My Love To Keep Me Warm	(Irving Berlin, Inc.)	23
Trust In Me	(Ager-Yellen-Bornstein)	22
When My Dreamboat Comes Home	(Witmark & Sons)	22
Gee, But You're Swell	(Remick Music Corp.)	21
Serenade In The Night	(Mills Music, Inc.)	21
What Will I Tell My Heart	(Crawford Music Corp.)	21
I Can't Lose That Longing For You	(Donaldson-Douglas & Gumble)	18
Moonlight & Shadows	(Popular Melodies)	18
Swing High Swing Low	(Famous Music Corp.)	18
When The Poppies Bloom Again	(Shapiro, Bernstein)	18
Love & Learn	(Chappell & Co.)	17
Smoke Dreams	(Robbins Music Corp.)	17
With Plenty Of Money And You	(Harms, Inc.)	17
On A Little Bamboo Bridge	(Joe Morris Music Co.)	16
Slumming On Park Avenue	(Irving Berlin, Inc.)	16
He Ain't Got Rhythm	(Irving Berlin, Inc.)	15
Little Old Lady	(Chappell & Co.)	15
Summer Night	(Remick Music Corp.)	15
You're Laughing At Me	(Irving Berlin, Inc.)	15

Newspapers Seek 103 New Stations

(Continued from Page 1)

the transfer of control of existing stations to newspapers. Two hundred stations are now controlled by newspapers, the report showed.

"Even the open-handed policy thus far pursued has not been able to keep up with the demands of newspapers for broadcast stations," Commissioner Stewart says. "There are 113 cities in which all local broadcast stations are under newspaper control. In the case of only 78 out of the total of 200 newspaper controlled stations does the newspaper interest date from the construction permit or other original authorization. In the other 122 cases the newspaper interest has been projected into an already existing station.

"It seems to me that the Commission should not create a situation which may result in the control of the only local broadcast station passing to a newspaper."

Wonders Will Join Rockwell-O'Keefe

(Continued from Page 1)

sation with R.-O. Attorney Bernard L. Miller, who drew up the agreement.

Wonders recently resigned as head of the Columbia Broadcasting System's Artists Bureau, which he managed for over six years.

Graham-Paige on KYW

Philadelphia—Graham-Paige Corp., Detroit, yesterday started a new series of five minute UP news reports, Mondays through Saturdays, on KYW.

Mutual System Adding 10 Southwest Stations

(Continued from Page 1)

Glenn Condon, its managing director. Raymond E. Buck, president of KTAT, represented his station in the negotiations.

Both deals were closed last week by Weber on his western trip through Texas and Oklahoma. Rates for the Oklahoma network for an evening half-hour is $243 and for equal time on KTAT is $75; WRR, $65.

Now that Mutual has representation in the southwest their next expansion step will be in the northwest. The Don Lee System is also planning to extend its network into this territory. So between MBS and Don Lee, which are affiliated, an announcement can be looked for any day on the acqusition of new stations in this area.

Last month's billings for Mutual reached an all-time high, $202,088, an increase of 38.2 per cent against the corresponding month last year. February gross was the highest monthly figure ever billed by Mutual.

749,244 RCA "B" Shares Retired in Conversion

(Continued from Page 1)

terday at the Securities & Exchange Commission. Stock was surrendered by RCA for conversion into $3.50 cumulative convertible first preferred stock and common stock.



COMING and GOING

LESTER GOTTLIEB is back at Mutual netwo headquarters in New York after a one-we trip to various affiliated stations of the we

SHEP FIELDS goes to Philadelphia Thursd to open a week's engagement at the E. theater in that city.

JOHN HELD JR. leaves tonight via Unit Airlines for Iowa, from which point he'll broa cast his Pontiac show honoring the U. of Iow

BARRY McKINLEY leaves today for a ten-d vacation in Miami.

RICHARD FISHELL is en route to Miami f a two-week vacation.

WILLIAM A. THOMSON and MRS. THOMSO arrive today on the Santa Rosa from a southe cruise. He is director of the Bureau of Adve tising, ANPA of New York.

KENNY BAKER is stopping at the Hot Warwick.

JACK BENNY and MARY LIVINGSTONE a at the Lombardy.

JACK FRASER, NBC announcer, left yeste day for a ten-day cruise to Nassau.

HARRY J. HOLLOWAY of the NBC ne division is visiting KYW, Philadelphia, on ne business.

Station executives in town include: CLAI LUTHER, WOC; DON SEARLE, WIBW· WILLIA CHERRY JR., WPRO. JOHN McCORMAC KWKH, was in town yesterday and left f Chicago.

CHARLES E. GREEN left yesterday for a swi through Southern territory, particularly to vi the CRA Texas offices. Will be gone about week.

Passion Play Series On WBIG, Greensbor

Greensboro, N. C.—"The Passio Play" produced by The Ave Mar Players will be presented over WBI in eight installments starting Pal Sunday, March 21, and continuin with a chapter daily through Easte Sunday, March 28. First half-hou program will be at 1-1:30 p.m., an the others in the evening.

Acquire Oppenheim Works

McKnight & Jordan, Inc., prograi producers, have acquired the rad rights to the works of E. Phillips Op penheim. Deal allows producer permission to re-arrange Oppenhei stories to the extent of running or central detective character through out series.

Kill Anti-Liquor Bill

Olympia, Wash.—Bill to prohib any kind of liquor advertising on th air has been killed in the state legis lature.

The Tavern
RADIO'S
RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St. "Toofs" Shor

AGENCIES

FORMATION of the MacVeagh, Kerman & Michelson, Inc., advertising agency with offices in the International Building at Rockefeller Center, has been announced. Officers are Charles MacVeagh, president, Frederick R. Kerman, vice-president and treasurer and Peter Michelson, vice-president and secretary.

ARTHUR R. MacDONALD, former advertising executive, has formed the advertising agency of Arthur R. MacDonald, Inc., Chicago. Offices are located in the Carbide and Carbon Building.

PAUL SMITH, formerly with Kenyon & Eckhardt, has joined the Arthur Kudner Inc. advertising agency.

VANDEN COMPANY INC., Chicago advertising agency, has been appointed by the E. H. Scott Radio Laboratories Inc., Chicago, to direct its advertising.

CECIL UNDERWOOD of Ruthrauff & Ryan's radio production staff is now handling the Al Jolson-Rinso show on the coast. William Bacher, who had been producing it, is concentrating on his Campbell-Hollywood Hotel program.

"Court" Hearing Starts

The $250,000 suit for damages and an injunction to restrain defendants from using the name "Good Will Court," brought by Judge Nathan Sweedler against WMCA, A. L. Alexander, J. Walter Thompson agency, NBC and Standard Brands, went on trial yesterday before Justice Meier Steinbrink in Brooklyn Supreme Court. Witnesses for the defense who took the stand were Donald Flamm, president of WMCA, Alexander and John Reber of the Thompson agency. Case was adjourned until 4 p.m. today to allow the plaintiffs to bring another witness, Municipal Court Judge Robinson.

Lenox R. Lohr to Speak On "Cheerio" Anniversary

(*Continued from Page* 1)

with Cheerio will be Russ Gilbert, his wife Lovina, Geraldine Riegger, Harrison Isles and Pat Kelly, all of whom have been with the broadcast since it started.

Hooking Up With Parties

A new program, "Parties Around Town," has been attracting lots of attention to WGH, Newport News, Va. In fact, the station has been so swamped with requests for more of the show that "Parties Around Town" is being presented as a nightly feature between 9:30 and 11. Listeners of Tidewater, Va., are invited to phone WGH and tell them all about who is giving a party and request a number or two. The Voice of the Parties is Jack Braxton, new Program Director of WGH.

All Carrying Roosevelt Talk

The President's "fireside chat" tonight will be heard over the combined NBC, CBS, Mutual and Inter-City networks at 10-30-11 p.m. WHN, WNEW, WINS, and numerous other independent stations will also tie-in with the networks to carry the broadcast. NBC is feeding the Inter-City network, with CBS piping the talk to WINS and WNEW. Mutual is picking up the talk through the facilities of WOL, Washington.

Programs that had to be cancelled to clear the time for this broadcast are the Procter & Gamble-Jimmy Fidler debut program on the NBC-Red and a Mid-West program for the Phillips Petroleum Co. on CBS.

CBS Is Improving Short Wave Service

In order to improve the short wave service below the equator, Columbia Broadcasting System has changed several wave lengths on which their nigh frequency station, W2XE, Wayne, N. J., is heard. The new schedule is as follows (EST): 7:30 a.m.-12 noon, 21520 kc., 13.94 meters; 12 noon-1 p.m., 17760 kc., 16.89 meters; 1-6 p.m., 15270 kc., 19.646 meters; 6-7 p.m., 15270 kc., 19.646 meters; 7-10 p.m., 11830 kc., 25.36 meters; 10-11 p.m., 9120 kc., 49.02 meters. From 7:30 a.m.-6 p.m. a directional antenna is on Europe. Then from 6-11 p.m. the antenna is focused on South America.

At present new high powered transmitters are being installed at Wayne, but the construction will be over in April. Until then there will be one program a week broadcast especially to Latin America.

Six New Commercials At WMAS, Springfield

Springfield, Mass.—Six new commercial accounts have been added by WMAS. They are:

International Motor Car Co., five minutes Mondays, Wednesdays and Fridays, 5:45 p.m., broadcasting a column of lost and found articles that are advertised free of charge.

A 15-minute transcription variety show featuring Ken Niles, Martha Raye and the Radio Rogues, presented by Carters Shoe Store, Sundays at 12:30 p.m.

Joseph & Co., clothiers, song contest, "What's the Name of That Song," five minutes on Mondays, Wednesdays and Fridays, 5:50 p.m.

Standard Milling Co., seven one-minute flashes during the week.

Springfield National Bank, spot flash in the middle of the WMAS Transradio News broadcast, nightly except Saturdays and Sundays.

Chevrolet, one minute flash broadcast each evening.

Crocker Gets Expo Post

Dallas—Jimmy Crocker, last year in charge of the public address system for the Gulf Radio's Texas Centennial station, has been announced as director of radio for the Greater Texas and Pan-American Exposition to be held here beginning June 12. Crocker was formerly at KWKH, Shreveport, and WOAI and KTSA, San Antonio.

Recording Equipment Is Installed by WMT

Universal Professional recording equipment was recently installed at WMT, Cedar Rapids-Waterloo, member of the Iowa web. Charles Quentin, technical supervisor, has transcribed all important events since the first of the year. Doug Grant, program director, is now planning a series of re-broadcasts of outstanding events heard over the station during the year. Program to be aired sometime in the near future.

WMT has also purchased portable reproducing equipment for the use of the sales staff. Idea is to take programs to the prospective time buyers for auditions rather than have them come to the station.

First 50-Word Spot Is Signed by WOR

The first sponsor to sign with WOR for the new 50-word live commercial announcements is the Dutchland Farms. Beginning March 16 there will be two spots a week, Tuesday and Thursday. Ingalls Advertising Co., Boston, has the account.

Marquardt Heads WCFL

Chicago—Maynard Marquardt, one of the youngest men in this country to become general manager of a radio station, has assumed that role with station WCFL here following the death last week of Edward N. Nockels, former station head and secretary of the American Federation of Labor. Marquardt was previously chief technician of the labor outlet.

Rambeau News Letter

Chicago—William G. Rambeau Co., radio reps, has started a news letter service entitled "Rambeau Radio News," which is sent to 2,000 advertisers and advertising agencies, publicizing the open spots that are available on Rambeau represented stations. Sheet gives the vital facts and the cost of the program being offered. First release plugged the news flashes on WIRE.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N.Y.
From script to production—that extra something that's good radio

GUEST-ING

JOSEF HOFMAN, noted pianist, will appear in the General Motors broadcast Sunday evening from Carnegie Hall, over the NBC-Red, 10-11 p.m.

ELIZABETH RETHBERG, Met soprano, appears on the Ford hour, with FRITZ REINER as conductor of the symphony orchestra and chorus, over CBS from Detroit, 9-10 p.m.

CONNIE BOSWELL and SHEILA BARRETT, imitator, guests on Ben Bernie's farewell program from the Coast.

MARLENE DIETRICH and HERBERT MARSHALL have been signed to play leads in Lux Radio Theater's "Desire," March 15.

SHEILA BARRETT will be on the Ben Bernie-American Can program from Miami on March 23, over NBC-Blue at 9 p.m. Signed through the Herman Bernie office.

HELEN MENCKEN and MARGALO GILMORE will do a scene from "Mary of Scotland" on the KATE SMITH A&P Bandwagon program March 18, over CBS, 8-9 p.m.

V. H. CARTMELL, editor-in-chief of the Garden City Publishing Co., will be on Mrs. Ida Bailey Allen's WHN Homemakers of the Air program on Thursday morning.





THE Rapid Ad program, conducted by Bob Enoch, is now observing its fourth anniversary at KWK, St. Louis. The program is, as its name implies, a rapid ad service to the local advertisers and smaller merchants. During its span of four years, some 40,000 separate announcements have been broadcast. A similar program, also under the direction of Enoch, is conducted by WWVA in Wheeling, W. Va.

"Silver Serenade" is a new program to be heard from KDKA, Pittsburgh, at 9 a.m. each Thursday starting March 11. Peggy Tudor, an authority on household etiquette, will be featured in this transcribed series of particular interest to women.

Leola Frazier, vocalist, makes her first appearance today from KDKA, Pittsburgh. She and Buddy Biller will feature the Strollers Matinee at 1:45 p.m. Bette Smiley and Charles Grayson will be the vocalists on the Strollers program at the same time Thursday.

Gene and Glenn, who returned last week to Des Moines after several weeks up in Minnesota, started an additional series over WHO yesterday, sponsored by Domestic Products Co., 4:30-4:45 p.m., on Mondays, Wednesdays and Thursdays. They also are heard Monday through Saturday, 8 p.m., over WHO and CBW affiliates for Kellogg.

Gould-Morris Electric Co. of Raleigh has chosen WPTF to broadcast its "Morning Interlude" each Tuesday and Thursday morning at 11:15.

At the annual cooking school and home making institute sponsored in Joplin, Mo., by the Joplin Globe and News Herald, WMBH broadcast two quarter-hour periods daily from the booth of the Inter-State Grocer Company. These periods were handled by Bruce Quisenberry, interviewing reporter, who questioned various women attending the school. Frank DeCatur White, cooking authority and instructor at the school, also spoke briefly on the two periods.

The Junket program, "Voice of Jerusalem," has been renewed for 13 weeks, effective Thursday. Agency is Advertisers' Broadcasting.

"Honor the Law," series of police stories, is being sponsored by Dunhill Clothing Co. over WSPR, Springfield, Mass., Fridays at 5:45 p.m.



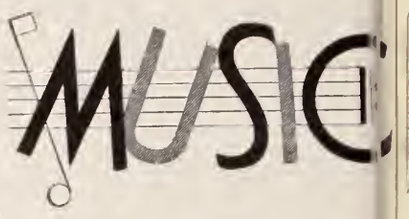
● ● ● After last night's show, Jack Pearl was offerred 39 more weeks for the sponsor on returning from a 13-week vacation which begins June 25 ....During the 13-week absence, Tommy Dorsey and his boys will present an all-musical show for the sponsor....They sign today....Kate Smith and her "Bandwagon" were signed for A. & P. until Sept. 1, 1938....She goes to Lake Placid during July and August, leaving Henny Youngman to fill her spot....Latest word is that Henny will plug another A. & P. product when Kate returns to her spot....Allen Prescott is working out arrangements with his sponsor for a "trailer-studio" in which he'll tour the country ....Larry Menkin of WMCA leaves Friday for WLW, where he'll write and direct shows.

● ● ● *Cliff Hall moves above the Tavern this week....Radio Row's mouthpiece, David J. Wolper, is celebrating his 10th year of practice....Phillips & Nizer are moving into larger quarters on the 25th floor of the Paramount....Comedian Milton Douglas does a repeat Thursday....George Griffin and Mildred Monson are from Texas and find this interesting data for conversation...."Famous Shots with Famous Golfers" being prepared via transcriptions for a men's fashion firm....Dalton Boys, Gloria Rondell and Harry Dupree are about set to begin a 15-minute musicale for a mascara firm via Mutual....NBC's Jack Fraser broke down on Saturday and doctors ordered immediate rest which accounts for sudden departure ....Sudden changes caused Irene Beasley to remain at the Paradise ....Everett Marshall is at the Fox Theater in Philly.*

● ● ● That beautiful girl with Donald Flamm in Lindy's yesterday was one of the Pearl twins, who in real life is Mrs. Milton Flamm, Donald's sister-in-law....Manny Denby, editor of the "High School Reporter", is over his appendectomy and back at work....Bill Swanson, Boston society ork leader now in town, is one of Hub City's most prosperous attorneys.... Vincent Travers will be feted by the Crescendo Club in Philly on the 24th.... The bit of the telephone operator on "We, the People" Sunday was tops in thrills and production....Nick Kenny will present the Hotel Edison Amateur show for the employees tomorrow.

● ● ● *Lillian Weiss leaves Artists Syndicate for Miles Ingalls at the French Casino....Ted Husing doing the late spots with Mark Hellinger and Gladys Glad....CBS will air the Inter-City Golden Gloves on the 24th....San Felice cigars after auditioning almost everyone finally selected Frank Menke, who compiles the sports year book....The Roth Agency has formed a Radio Writers' Protective Association which will serve scripters as a registration bureau for ideas....Charles Margolies, ace trumpeteer of the top-notch air shows, has been secretly rehearsing his own band for the past year composed of perfect musicians. He will introduce a weird type of instrumentation shortly....Vick Knight will script Philip Merivale's spot when the latter does a Vallee shot, which means that Knight will do work for a competitor to the Smith show, the program he just completed 26 weeks with.*

● ● ● May Singhi Breen and Peter DeRose will be heard twice tomorrow (Peter's birthday), once on their own show and also as guestars on the Cheerio program....Ted Hammerstein plays host to 200 orphans this week.



RUDY VALLEE and his boys ha been week-ending in Miami wi a five-day return engagement at t Macfadden - Deauville on Mia Beach.

Tito Guizar, Latin tenor and guita ist, has begun a three-weeks' e gagement at the Roney Plaza, Mia Beach.

Jeno Bartal, Piccadilly Hotel a WHN maestro, is soloing on t cello with his ork for the first tin in several years. He used to be o of Hungary's foremost symphon musicians.

Joe Venuti and his band, no playing one-night stands in Tex are California-bound late this mont to play on the Bing Crosby progra

---

Duke Ellington will conduct t Saturday Night Swing Club in "jam session" of Ellington compos tions in his first airing since his r turn from the West Coast. Saturda 7-7:30 p.m. Caspar Reardon, swi harpist will play Ellington's "In Sentimental Mood."

Will Hudson and Eddie De Lang whose band is on tour, collaborate with Alex Hyde in turning out "M Heart's in a Violin" and "I Plec Gui'ty," both of which have bee p'aced with Mills Music.

Maestros Tom Christian, D Courtney and Jack Pettis have ju signed with Rockwell-O'Keefe.

College Inn, San Diego, Cal., wi henceforth have all its orchestr furnished by Rockwell - O'Keef They've just signed an exclusive co tract.

The three Hoffs, Carl, Bart an Sunny, auditioned for Warner shor the other a.m.

The Four Moderneers, now tourin the East on vaude dates, have signe to record for Mills. They were on part of the V8s on the Ford Warin Hour.

Coleman Sachs, Birmingham or leader, has just been married t Betty DeLapp. They're honeymoor ing in New Orleans.

A new volume of song favorite published by Remick, featurin twelve songs in their original form and with Eddy Duchin arrangement will go on sale April 1.

Howard Lanin of WFIL-Mutua batoning a band at Benny the Bum in Philly. The spot has a WFI wire.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

FEMME "Lord High Everything Else" of radio....That should be Helen Leighton's official title....Like the "Mikado's" "Poo Bah" she has multiple functions.... Creates, builds, writes and acts in her own programs....In the current one, commentates on "Women in the News" over WMCA for Philadelphia Dairy Products....She's been sponsored by Pebeco, Feigenspan Beer and Hire's Root Beer....Expects soon to air a program for a real estate company....Has been in the business since 1929 and thinks she owes her success to fact that people like her cheery voice and a manner without condescension.....Believes that when femme announcers fall short it's due to lack of training not inherent inferiority....Also due to the one-time negative attitude of sponsors and agencies, until the more enterprising lasses broke through....Is sure that the more decorative sex will come into its own with television.....Significant fact..... About 50 per cent of her fan mail is from men....although the program is aimed at a femme audience....

▼ ▼

Marian Joyce will go "floor show" in Philly at the Walton, then return to New York, the St. George Hotel and the Merry-Go-Round Bar after three weeks....The gal was with WNEW for over a year and a half ....Ruth Terry, Irving Berlin's protegee, going screenie with MGM.... Maestro Emil Coleman's wife, injured in automobile accident en route to Miami, recuperating from rather serious bruises in the play-town....

▼ ▼

Virginia Verrill will do a flood benefit Saturday eve at the Washington Heights Y.M.H.A.....Elizabeth Love rehearsing opposite Chester Stratton in the new Brock Pemberton opus....First songbird to appear on 12 minute broadcast....Ann Nadler of WINS "Maytime".....The Henry Street Settlement to salute its founder Lillian Wald on her 70th birthday via WHN tonight....with scribe Fannie Hurst and Irving Aronson, one of the settlement boys, present to do her honor.....Charles Le Maire presents Margery Wilson, another charm school prexy, on Thursday....Charm via mail order is what the lady sells.

RADIO PERSONALITIES

• *No. 11 in the Series of Who's Who in the Industry* •

JOHN FRANCIS ROYAL, v. p. in charge of programs; born on the Fourth of July, 1886. Tall, grey-eyed, he is a dominating figure; considered a great showman. He presents 70-odd shows a day, and on his order oceans and continents are bridged, time distance and difficulty ignored. Phone bills at NBC drive the efficiency expert nuts; Royal makes 700 or more a day—and they aren't many "locals" in the number. All program troubles are referred to him—and he replaces canceled shows at a moment's notice. Was newspaperman after being night office boy for the Boston Post, reporter at 18, assistant city editor at 24. First contact with radio as a reporter—the S.S. Republic sinking—when wireless saved the passengers. Did publicity for the Boston Opera Company. Was press agent for B. F. Keith; manager of a Cincinnati theater, shifted to the Cleveland Hipp in 1916. Entered radio in 1929 when general manager for Keith. He supplied vaude talent to small station and was hired as director and general manager for WTAM. Two years later he came to NBC as program director; made vice-president.



Provides Hysterics for Efficiency Man .....

Gen. Mills Coast Series

Los Angeles—General Mills (Bisquick) has signed for a new type 15-minute program of news, fashions, interviews, Monday through Fridays, 11:45-noon, starting March 15, on NBC's Pacific Coast red network. Deal was set by Syd Dixon, NBC sales chief here, through Baggatey Horton & Hoyt agency, Chicago, and E. E. Sylvestre of Wesco's, representing the agency on the Coast. Will use a new mobile unit which NBC is making especially in a 23-foot trailer. First broadcast will come through mobile unit at 20th Century-Fox lot.

Lawrence Mencken Resigns

Lawrence Mencken, WMCA script writer, has resigned. "Through the Stage Door," program with which he was associated, will be continued.

Scher Joins WKY

Harold Scher, formerly of radio station CB68, Valparaiso, Chile, is now located at WKY, Oklahoma. Scher is a member of the sales department and does some production.

British Radio Congress

London—National Federation of Radio Mfrs. will hold its second annual congress of colonial broadcasting in Paris, May 15-18.

Paris Radio-Tel. Fair

Paris—The Radio and Television Fair will be held here, May 15-31, in conjunction with the Foire de Paris on the grounds of the International Exposition.

The 14th annual salon of the Syndicat Professionel des Industries Radioelectriques takes place at Palais Neo-Parnasse, May 14-30.

McCall Joins NBC

Francis R. McCall, formerly of the Chicago Tribune New York editorial staff, has joined the NBC news and special events department in Radio City.

New Business for WHN

Following commercials added to WHN yesterday: Eastern Nu-Enamel Co. 54 100-word announcements a week for 6 months. Neff-Rogow, Inc., has the account.

Chevrolet, Monday—Wednesday—Friday, 6:15-6:30 p.m., Rubinoff and his violin. Program is composed of ETs and will run 13 weeks. Campbell-Ewald Co. is the agency.

Carlson Answers Suit

New Orleans—A plea of no cause for action was filed by Charles Carlson, owner of WJBW, in civil district court in the suit entered against him by Southern Broadcasting Co., which terms itself lessor of the station.

Receptions for Dealers

Greensboro, N. C.—The Commercial Department of WBIG, Greensboro, N. C., has been holding weekly receptions for dealers in this area. Texaco, Phillip Morris, Carolina Baking and other sponsors were among those represented.

☆ STATION FLASHES ☆

STATION Manager Reginald B. Martin, KFAB-KFOR, Lincoln, took all the salesmen, Program Director Lyle DeMoss; Continuity Chief Gunnar Back; and Special Eventer Jack Hansen to Kansas City for a two-day cruise of the Kaycee stations to pick up a few pointers.

WHK, Cleveland, for the fifth consecutive season has signed to carry the Cleveland Indians' home baseball games.

New General Motors move in April to NBC's Blue in the 8 p.m. one hour spot will put this concert series over WGAR, Cleveland. Currently WGAR is carrying the Father Charles E. Coughlin series of talks by Mutual in one-half hour of this spot. Station hopes some arrangement can be made that it will be able to carry both features.

Formal opening of the new studios of WOWO and WGL, Fort Wayne, Ind., in the Westinghouse Bldg., is set for May 1, according to W. Ward Dorrell, general manager. A host of radio talent is expected for the dedicatory broadcast.

WHK and WJAY, Cleveland, have signed for the new Jesse L. Kaufman service which will bring a radio act out of New York to Cleveland once every eight weeks. Tony Senna and Mary Clifford, song and patter, arrive March 15.

WGAR, Cleveland, which is basically NBC Blue, begins carrying Mutual dance bands such as Kay Kyser and Benny Goodman in late spots.

Rackin Joins WHN

Martin Rackin has joined the WHN Publicity department. He will cover the station's studios and handle special features for out-of-town newspapers. Rackin was formerly with Meyer Davis and George D. Lottman.

SEITER, CARVER & LIVINGSTON
PUBLISHERS, INC.

I shall be glad to subscribe myself and to recommend the book to my friends in the Theatre.
RICHARD ALDRICH

SCREEN · THEATRE · RADIO
INTERNATIONAL BLUE BOOK
TELEVISION

The Blue Book reaches every executive of Radio, Stage and Screen ..... Tell them who you are.

425 FIFTH AVENUE, NEW YORK
Telephone: CAl 5-4854

COMMENTS
On Current Programs

Jack Benny

Jell-o program, in New York for a few weeks, resulted in the Grand Ballroom of the Hotel Waldorf-Astoria being used, so that approximately 800 additional patrons could be accommodated, a total of about 2,000. Young & Rubicam agency may decide to hold the two other shows scheduled in New York in the same spot.

Tie-up gave the hotel plenty in the way of a plug. Benny worked smoothly, using Sam Hearn (Schlepperman); Stuart Canin, as the boy who played "The Bee" on Fred Allen's program, Abe Lyman ork, and of course Mary Livinstone and Kenny Baker, plus Don Wilson, announcer. Show was particularly good and laughs frequent enough, in fact more than the usual number of good gags. Blowoff will probably come when he visits Fred Allen program (another Y. & R. account) and if Benny is half as good as he was on the Bernie show even the Allen batting average will fatten as an entertaining show. Amazing what a personal draw the personalities on this show can boast, as gleaned from the buzz of conversation as the guests ankled out to get lost in the hostelry anterooms.

The ABC of NBC

The second program in the series entitled ABC of NBC being broadcast on NBC-Red Saturdays, 7:45-8 p.m., was an interesting quarter-hour even if one knew all about the sound effects department of a network. George Hicks introduced Ray Kelly, NBC sound effects chief, who went through the entire list of sound effects from rain to a complete storm. Program wound up with a story in sound which was intertaining. A planted woman inquirer kept the boys on their toes answering questions. Series is endeavoring to show the radio audience "just how a program is produced at NBC." Next Saturday the listener will be taken through the NBC audience mail department. The initial program dealt with the duties of the control room engineer and studio director. There is a question whether programs of this kind are likely to destroy illusion for listeners.

KMBC Skit Gets Sponsor

Kansas City—"Across the Breakfast Table", only early morning script show aired by local stations, has been sold by KMBC to Household Finance Corp. after three months as a sustaining. The show is presented five times weekly, 7:45-8 a.m., and has to do with the marital difficulties of a young married couple.

"Howard Dandies" Add

Effective Sunday, "The Howard Dandies", sponsored by Howard Clothes, will extend its network from three Inter-city stations to include the Boston station, WMEX.



"EDDIE PEABODY SHOW"

Sustaining

KFWB, Los Angeles and Southern Cal. network, Wednesdays, 8-9 p.m. PST.

Eddie has triple role of producer, m.c. and star performer in this new variety show which will go on every week with audiences in KFWB's new radio theater. Eddie on the banjo is terrific, which is one reason why he should pass up the freak stunts of playing violin and other instruments on the radio, and stay with the stuff that is really bang up radio entertainment, and save his eye appeal stuff for vaudeville. Pat O'Brien guested, and the hour used a lot of excellent and varied music, songs and comedy including a swell barnyard symphony with animal imitations and finished with a dip into the Benny-Allen feud with an accordion version of The Bee. Clif Howell helping Peabody write and produce; Lloyd Hart doing musical novelties.

"PROFESSOR QUIZ"

Nash-Kelvinator

CBS Network, Saturdays, 8-8:30 p.m.

Geyer, Cornell & Newell

POPULAR 'DO YOU KNOW' PROGRAM GETS GOOD SENDOFF IN NEW SPOT.

Shifting from Sunday afternoon to a Saturday p.m. position under Nash-Kelvinator sponsorship, "Professor Quiz" got off to a fast start Saturday, with broadcast coming from the Barbizon Plaza Hotel to accommodate the ticket audience. Arthur Godfrey as assistant to the Prof. added considerable value to the program by his engaging and humorous style of conversation. Five contestants are selected weekly, with questions picked from a hat, all without rehearsal. Contestant making the best score gets $25, the next $15. Contests and the distribution of Kelvinator Home books by dealers are among the exploitation features of the program.

"ADVENTURES OF DARI-DAN"

Boweys, Inc. (Dari-Rich)

NBC-Red Network, Mondays—Wednesdays — Fridays, 5 - 5:15 p.m. Russell C. Comer Adv. Co., Chicago.

SERIAL DEPICTING MILKMAN'S LIFE IS A GOOD FEATURE OF ITS KIND.

Replacing the same sponsor's "While the City Sleeps," which was presented twice weekly for the past year, this new serial promises to have more continuous interest as a result of using a permanent cast instead of presenting unrelated episodes like the former programs. Central character, Dari-Dan, symbolizes milkmen in general, and the new serial depicts his adventures in the making of his morning rounds. It's human interest family stuff of the appealing sort. Finney Briggs, who played Dari-Dan in the previous series and also wrote the scripts, is again cast in the lead role, with Ken Robinson writing the stories.

"SHORT STORY PLAY-HOUSE"

Silverwoods (Dept. Store)

KECA, Los Angeles, Thursdays, 9:30-10 p.m. PST.

DRAMATISED SHORT STORY CLASSICS HANDLED WITH GOOD TASTE AS INSTITUTIONAL.

Bret Harte's "Rose of Tuolumne" started a new series of short story classics in dramatised form, signed to run 52 weeks and planned to continue indefinitely. It was Lila Lee's first regular radio work, and her voice came out pleasingly, carried a nice feeling of the charm the story called for. Whole cast well rehearsed and much above the usual single station dramatic undertaking. Gene Wood's script lagged a bit at first, picked up half way through to a good finish. Commercials done with dignity and no attempt to sell any merchandise. Just institutional, which is to be a permanent policy. Glan Heisch, producer. This week's to be Hawthorne's "Rappacini's Daughter," with Mark Twain's "Million Pound Note" following. Series to do famous stories, stay away from hackneyed ones. Sponsors backing up radio with window displays, may reprint stories and promote air series with schools clubs, counter distribution, etc.

"PRETTY KITTY KELLY"

Continental Baking (Wonder Bread, Hostess Cake)

CBS Network, Monday through Friday, 6:45-7 p.m., with western rebroadcast 11:15-11:30 p.m.

Benton & Bowles, Inc.

GOOD ROMANTIC-ADVENTURE SERIAL WITH APPEALING CENTRAL CHARACTER.

Revolving around a central character (Kitty Kelly) that is very appealingly played by Arline Blackburn, this serial started out last night in promising fashion. It has an Irish flavor and opens with the dazed arrival of the pretty Kitty in America, where trouble with the immigration authorities looms as her first problem. Frank Dahm, author of the romantic-adventure story, strikes a human interest note immediately, thereby launching the first episode in a manner that creates interest and suspense. Cast surrounding Miss Blackburn sounds good.

ANNOUNCERS

GEORGE STUART and Guy Wer ham have been added to the a nouncing and engineering staffs KQW, San Jose, Cal. Stuart w with KRE, Berkeley, for 18 monti and for six months with KJBS, S. Francisco. Wernham, formerly KORE, Eugene, Ore., and KGD Stockton, Cal., hails from Mer England.

Walt Lochman, KXBY (Kans City) sports announcer, will beg Wheaties' local baseball broadca two weeks early this year, putti ten exhibition games on the air b tween April 1, when he returns fro the training camp of the Blues McAllen, Tex., and April 11.

Allen Stout, WROL (Knoxvill sports announcer, who is quite bu with his regular duties on this st tion, has been chosen to announ the University of Tennessee pr grams by the University Broadca Committee. The features are hea over WROL, also over WSM, Nasl ville, by direct wire from Knoxvill The programs will be of an educ tional nature and will be conducte solely by the students and facul members each Wednesday and Mo day, 5:30-5:45.

HIRAM HIGSBY, staff announc of Omaha's WAAW, will be mast of ceremonies for the Better Hom and Building exposition to be stage in the city auditorium March 16-20.

"Make Believe Ballroom" Is Completely Sold Ou

"Make Believe Ballroom" featu ing Martin Block, participating pr gram heard daily over WNEW, sold out. The accounts on this pr gram to date are "20 Grand" cig rettes, Krueger Beer & Ale, Madiso Personal Loan Inc. (increased fro three to nine periods), "Copp Coke," "Roxy Clothes," "Ready-Rub liniment, Tappin Jewelry Co., "Flem olyn Cough Medicine," Canadian Fu Trapper Corporation, Lander Cos metics and "Serutan." Scalasar Wines and Renelli Perfumes sta next week.

WROL Heavy on Sports

Knoxville, Tenn.—WROL has bee setting a pace among southern sta tions in sports broadcasts. After com pleting the descriptions of the 14t District Basketball Tournamen games, Allen Stout assisted by Harr Moreland took up the Southeaster Conference Tourney from the Uni versity of Tennessee Gymnasium The final game between Kentuck and Tennessee was fed by direct wir to WSIX, Nashville, and WLAP, Lex ington, with the WROL announcer and engineers officiating. A tempo rary name for the quickly-forme network was the "Valley Broadcast ing Service" and both the other sta tions were highly complimentary i their remarks about the way th broadcast was handled.

Chatter

JAN PEERCE, New York radio tenor, took Cleveland by storm last week as guest soloist with the Cleveland Jewish Singing Society. Critics handed Peerce high praise. House was packed.

Bill Clark of the sales staff of KCMO, Kansas City, leaves this week to join the sales dept. of WMBH, Joplin, Mo.

Marguerite Powers is the new continuity dept. head at KOL, Seattle.

Sidney S. Fox, general manager of KDYL, Salt Lake City, is back from a coast business trip.

James D. Shouse, president of KMOX, St. Louis, addressed the Adv. Club in Kansas City last week.

Arthur B. Church, president of Midland Broadcasting Co., operator of KMBC, Kansas City, is in Los Angeles casting a new show, "Phenomenon," which soon is to be recorded for use by power and light companies. He is due back in K.C. next week.

Peggy Fuller, staff pianist or WMT, Cedar Rapids-Waterloo, is back on the air after a forced vacation. Peggy is now heard on the "Halligan's Demitasse" Sunday program. Idea of the show is to play any tune that is requested. Requests have come for songs in six different languages and some are over 200 years old.

Bob Mitchell, senior engineer from the State University, added to the engineering staff of WMT, Cedar Rapids-Waterloo. Mitchell formerly "rode gain" for WSUI at Iowa City.

Earl J. Glade, manager of KSL, Salt Lake City, talked before the Rotary Club of his town last week on "The Art of Making Friends as Applied to Salesmanship."

Norman Reed, manager of WGP, Atlantic City, was given a surprise ovation the other day by his entire staff in celebration of his second anniversary as manager of the station.

Chuck Gay, radio editor of the Dayton Daily News, Dayton, O., took Nelson Eddy to task editorially last week because the singing star declined to participate in a broadcast interview which WHIO had arranged with plenty of advance ballyhoo in connection with Eddy's concert appearance in that city.

Bessie Hart, who is of the Sophie Tucker type, and Jerry Barrett youthful singer and comic, now do a one-hour program for WIL, St. Louis, each Sunday afternoon. They have won many favorable comments from listeners.

James Milne, WELI (New Haven) manager, is organizing a WELI Light Opera Company, under the baton of Arthur Hoyt, former musical director of the New Haven Light Opera Co.

WIBA, Madison, Wis., is featuring a new "Man on the Street" broadcast at 1:15 p.m. daily except Sunday under the sponsorship of Leath's, Inc., with Al Gilbert at the mike.

Hazel Bolton, secretary to Roy Radner, general manager of WIBM, Jackson, Mich., and announcer of the "Woman's Hour," has been appointed publicity director of the station.

Milton Berle, whose "Community Sing" Sunday night broadcasts from Hollywood are still clicking, wired that he won $1,500 on the races one day last week. He refused to say anything about losses.

Del Casino, the thrice weekly CBS tenor, sees as many amateur fights as he can. He used to be a boxer himself but now he can afford to grin at cauliflower ears and punched-in noses.

Carol Weyman, whose voice is getting an NBC build-up with two important spots a week, wanted to be different—so she insured her legs for $5,000.

WOAI, San Antonio: Hugh A. L. Halff, manager, is back from Dallas, where he met Jack Latham of Young & Rubicam . . . Lloyd H. Rosenblu, manager of sales and merchandising, was in Dallas last week conferring with Irving Gross and Martin Campbell about Texas Quality Network advertising . . . Mimi Ramer, woman's news editor, on the sick list; Leona Bender pinch-hitting . . . Victor Cruze, ass't news editor, has taken over the day shift.

Gerda Elton, radio actress of Dallas and San Antonio, has joined the cast of the Diamond Music Hall Theater in San Antonio.

ONE MINUTE INTERVIEW

CAROL WEYMAN
NBC Vocalist

"The radio audience has become prone to taking broadcasting for granted. Apparently listeners do not fully appreciate how eagerly the air performers scan their mail. Letters constitute applause. They encourage the entertainer to greater efforts. The networks should start a "National Fan Mail Week" to stimulate the pens of the country's dialers."

New WCPO Transmitter Is Being Dedicated Sat.

Cincinnati — WCPO will officially dedicate its new Western Electric transmitter and 200-foot vertical antenna on Saturday. James C. Hanrahan, vice-president of Continental Radio Co., Scripps-Howard newspaper's radio subsidiary, owners of the station, is now here preparing for the dedication.

Studios remain in the Hotel Sinton, but the antenna has been moved from the Park View Hotel to the Daylight Bldg. Station operates on 250 watts day, 100 watts night. A new rate card has also been published by the station. New 13 time rate is $38, a slight increase over the old rate of $37.50. But the one-time rate has been reduced from $85 to $40. This was necessary to make the rate conform with the rates asked by other stations in Cincinnati. WCPO operates same rate card for both national and local business.

New sales personnel added to the station include John Brakebill and George B. Hart. Brakebill was formerly with KNOX, another Scripps-Howard station, and Hart was formerly an engineer on WLW and contact for General Motors. During the recent flood crisis Hart was chief of the Ohio National Guard's radio communications unit.

San Francisco

JOE REICHMAN and his band take over Henry King's spot at the Fairmont Hotel this month, with King returning to the Mark Hopkins in April when Griff Williams leaves.

Evelyn Rose of KSFO has licked the flu.

Margaret O'Dea, local contralto, has been selected for the solo spot on "Good Morning Tonite" on its Tuesday broadcast over the NBC-Red.

Helen Morgan, youthful actress who is a new addition to the NBC acting staff, isn't related to her famous namesake, but comes to radio from newspaper reporting.

Eddie Fitzpatrick, who winds up a successful run at the St. Francis, opens the first week of April in Chicago's swank Stevens' Hotel.

King Harvey, guitarist-singer with the Paul Pendarvis band, hopes to wed Shirley Lloyd, chanteuse on Bob Ripley's show.

Lloyd Yoder, NBC publicity chief, vacationing in Los Angeles, is through with horses, after disastrous results for him at Santa Anita.

Edward Primas, formerly of Taos, N. M., and New York, joins KSFO on the dramatic staff.

Madelaine O'Brien on Albers' "Good Morning Tonite" show, leaves that spot and is replaced by Elsa Trautner, soprano. Nola Day, contralto, also off the program.

★ ★ ★ ★
EVERYBODY
WHO IS
ANYBODY
IN
RADIO
IS
READING
RADIO DAILY
EVERY DAY
★ ★ ★ ★

Los Angeles

KHJ will pick up the Easter Sunrise services in Hollywood Bowl and send them, over Mutual, on a coast-to-coast broadcast, 5-6 a.m.,, March 28, and in the half hour following, will send out Mt. Helax services from San Diego, also nationwide.

Work finished Saturday on the Frank Morgan-Francis Langford transcription series with which Dodge (Ruthrauff & Ryan agency) will flood the airways over 300 stations, starting April 1. Eddie Dunbar of R. & R. New York office supervised production.

Western Home Hour, feminine variety and home hint program with participating sponsors, has moved to Los Angeles to broadcast five days a week, Pacific network, using KNX studios to originate the feature while the home studios in KFSO, San Francisco, are undergoing alterations. Tom Treneman, m.c. on the hour, will find new talent here.

KFWB has signed a year's contract to broadcast Leon Leonardi's orchestra in the Inglewood Park Symphony series, using its studios for its own station and associate, KFOX, and also piping to KFAC.

Haven MacQuarrie reports receiving and declining $6,000 weekly offer for 26 weeks, to take Chase & Sanborn "Do You Want to Be an Actor" show on the road for personal appearances.

Radio Transcription Co. of America adding to its bloc unit sales formation of eight programs a week for 39 weeks, new item of 29 juvenile programs on which Lindsay MacHarrie will boss transcriptions.

Remington Rand's radio typing class so popular and bringing in so many new business leads that sponsors are increasing their three-nights-a-week schedule to five over KFAC.

Art Kemp of home office of CBS's Radio Sales is back on the coast for a week's visiting.

Hal Simms, production manager; Bill Frady, publicity, and Lew Hoagland, announcer, are out at KMTR, in a studio reorganization. Tex Rickard, manager, says he's reducing sustaining programs to make way for sponsored periods, and simplifying remaining sustaining features.

For the in-betweeners who find the big symphonies a bit too lofty, KHJ is inaugurating a noon popular concert hour on Sundays as a sustaining. Frederick Stark will conduct, using concert ork, and concert arrangements of popular and semi-classic numbers. Program goes out over Mutual Don Lee's coast chain.

KFAC has signed with Pacific States Loan for a year's 15-minute program, Pacific Melodies, with Gino Severi's orchestra, Frances Leveque and Mary Benton soloists.

Tom Sawyer series, off Mutual Don Lee since Feb. 2, resumed yesterday five nights a week, having cleared copyright ok. Dick Quine, juve player, does lead, Carroll O'Meara scripting and producing.

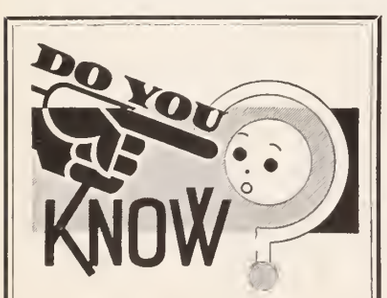
Helen Sallander joins Radio Transcription Co. as assistant station relations dept.; Jack Wilson on in production staff.

Jack Sayers, newspaper critic and writer, joins publicity staff of CBS-KNX on March 15, following visit here by Harry Elliott, pub chief, from San Francisco.

KMPC starting new late evening sustaining feature which will mix south sea music with dramatized version of south sea legends.

Raymond R. Morgan Co. has sold series of 33 Drums half hour transcriptions to KTUL, Tulsa, Oklahoma's CBS outlet.

KHJ will originate a new sports series for Mutual Don Lee net, with news back of the sport news, Frank Bull as commentator. Program goes nightly except Sundays and Tuesdays.



Foodstuffs and toilet goods led the list of radio time users in 1936, spending $11,433,200 and $11,383,911, respectively. Autos and auto accessories spent $9,377,162; drugs, $5,010,405.

NEW PROGRAMS—IDEAS

"Pioneers" Series at KVOR

DEPICTING historical events of the Pikes Peak region, KVOR of Colorado Springs, is presenting Sunday 30-minute dramatizations titled "Spirit of the Pioneers". Sponsored by a plumbing and heating contractor, these plays are presented by five different dramatic groups of the region. Group polling the most votes will win a large cash prize.

The plays, which are written and produced by KVOR's program director, Wauhillau LaHay, have covered such subjects as the story of the first white man to visit the Pike's Peak region, the story of Dead Man's Canon's and the Espinosas, the tale of Winfield Scott Stratton's gold strike, the exciting capture and imprisonment of William Jackson Palmer, Colorado Springs' founder, as a spy in the Civil War, the story of the first habitation built on Pike's Peak, and the discovery of the Cave of the Winds.

Miss LaHay's aim is to dramatize stories that most residents of the region are not familiar with. Others planned are tales of Captain Jack, "Queen of the Rockies," the moving of the capital of Colorado territory from Colorado City to Denver, the story of George Frederick Ruxton, the Indian legends told around the town of Manitou, at the foot of Pike's Peak, and the Indian Wars of the 1860's.

Lives of the Great

K. Katz & Sons, leading Baltimore men's clothing house, has started a 15-minute program over WFBR, known as "Lives of the Great." The first featured Benjamin Franklin. Tied in with the program was a Franklin exhibit, consisting of books, etc., held at the store. The same plan will be carried out in other programs. Gen. Robert E. Lee will be featured on the next program.

Kresge Social Calendar

The Kresge Social Calendar has been started by WMBH, Joplin, Mo., for five minutes a day, six days a week. The sponsor is S. S. Kresge. The station staff follows announcements of future social and club activities, listing them on the calendar. Commercial precedes and follows actual calendar listing. Program is presented in the mornings.

Southwest "Crime Reporter"

"The Crime Reporter" is a new program scheduled for 13 weeks over KRLD, Dallas; KOMA, Oklahoma City; KTUL, Tulsa; KTSA, San Antonio; KTRH, Houston, and KRGV, Weslaco. Dealing with Texas-Oklahoma crime stories, the program is sponsored by the Electrolux Dealers of the Southwest. It was prepared by Brennan, Brown & Co., advertising agency of Dallas.

Series on House Building

"Building a House" is the name of a series of novel programs just begun by WCNW, Brooklyn, N. Y. Allan Black of the program department, and Ken Lyons, chief announcer, give an on-the-spot description of the construction of a new apartment house that is being built a short distance from the studios.

Chicago

Don Hancock, WBBM special events announcer, trying to shake off old man flu.

C. R. Jacobs and Fred A. Semmens of CBS New York department of building and construction here for a three months' stay at WBBM during construction of new studios in the Wrigley building.

Pat Flanagan leaving here for Catalina Island vacation. Mrs. Flanagan accompanies.

Peggy Tudor, household etiquette authority, begins a new series of programs called "Silver Serenade" over WGN Thursday at 12 noon.

Joan Blaine picks her perfumes according to the weather.

Bill Thompson, radio actor, has a unique collection of coronation emblems symbolic of the forthcoming British ceremony.

Cal Devoll, the man who put Gene and Glenn on the radio in such a smash manner not so many years ago in Cleveland, now headquarters in Chicago, where he writes for radio.

Kay Weber, femme vocalist with Bob Crosby's band, was formerly a stellar radio actress in Denver at station KLZ.

Roy Franklin of WCFI to marry a Milwaukee girl very shortly.

Split between radio station WGN and the Chicago Tribune here set down as another of the current crop of rumors.

Sponsor for Scoops

Philadelphia—E. W. Hellwig Agency augments the Bachman candy account on WFIL to include two daily news flashes, marking first time here that a news scoop gets a sponsor. Account carries, in addition, a thrice weekly quarter hour stanza doting on juve patter. Set for half an annum, starting March 26.

Night Spot for "Charm"

Phil Spitalny's all-girl "Hour of Charm" Orchestra, sponsored by General Electric dealers, will have a night spot, 9:30-10, effective April 26. Meantime the program will continue to be heard over NBC Monday afternoons, 4:00-4:30.

TOM TERRISS
Known as
"THE VAGABOND ADVENTURER"
Available for
GUEST APPEARANCES
MASTER OF CEREMONIES
RECORDINGS OR TRANSCRIPTIONS
RADIO PROGRAMS
Agent:
Rockwell-O'Keefe

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 21 NEW YORK, WEDNESDAY, MARCH 10, 1937 FIVE CENTS

Co-op Baseball Sponsors

NBC IN CHI PROMOTES BUD SMITH, McDERMOTT

Chicago—W. W. (Bud) Smith of the NBC Chicago sales force and former manager of WTAM, Cleveland, has been appointed NBC Chicago local sales manager, succeeding G. B. M'Dermott, who becomes a national sales representative of NBC managed and operated stations.

Before coming here, Smith was with WTAM for five years. Previously he had been in the advertising department of the Firestone Tire & Rubber Co. in Akron.

M'Dermott has been with the NBC local sales department for the last

(Continued on Page 5)

"Good Will Court" Action Dismissed

Judge Meier Steinbrink of the Brooklyn Supreme Court yesterday dismissed the complaint of Judge Sweedler's Good Will Court Inc. after a three-day trial. The action, which sought an injunction and $250,000 damages, was brought against A. L. Alexander, conductor of the "Good Will Court" on the Chase & Sanborn

(Continued on Page 5)

Merchants Conducting Year's Drive on WHDL

Olean, N. Y. — Olean Chamber of Commerce Merchants Bureau has approved a contract for a year's campaign over station WHDL with the idea of promoting the city as a shopping center for southwestern New York and northwestern Pennsylvania. Live talent will be used in a series of Sunday afternoon shows. In addition, the merchants will sponsor all the station's special events.

Disking Temperance

The State Liquor Authority will shortly issue a series of electrical transcriptions for use on the air on the subject of temperance. The first series of six recordings will be ready for distribution by the end of this month. Each will contain a five-minute talk. Mrs. John S. Sheppard, a member of the authority, is in charge. The recordings will supplement the authority's other temperance fostering activities.

200 STATIONS TO GET REXALL SPRING SPOTS

United Drug Co., Boston (Rexall drug products), will begin its annual Spring spot radio campaign next month on about 200 stations across the country. Campaign will promote the Rexall 1-cent sales which will be launched in various cities during April and May. Transcriptions made by Spot Broadcasting will be quarter-hour disks featuring James Melton, Gogo Delys, and Don Voorhees and his orchestra with Basil

(Continued on Page 2)

Kool-Raleigh Program Continues Thru Summer

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), will continue on the air throughout the summer months it was officially announced yesterday. Jack Pearl will continue on the air until June 25, when he will take a summer vacation. He will return about the middle of September. In the meantime Tommy Dorsey and his

(Continued on Page 2)

Socony-Vacuum and General Mills Join in Broadcasting of East and Mid-west Games via Local Stations

Socony-Vacuum Oil Co. and General Mills (Wheaties), two non-competitive advertisers, will cooperate in the sponsorship of numerous baseball broadcasts in the East and Midwest via local stations, it is officially confirmed by Henry A. Bellows, radio contact for General Mills. Complete schedule is not set as yet. Knox Reeves Advertising Inc., Minneapolis, is handling the broadcast for both concerns. General Mills has called a conference of all announcers that

(Continued on Page 6)

HEARING TOMORROW ON PROBE MEASURE

Washington Bureau of RADIO DAILY

Washington — Congressman Connery's resolution asking appointment of a special Congressional committee to investigate alleged monopolistic conditions in the radio industry is scheduled to come up for hearing tomorrow before the full House Rules Committee, Chairman O'Connor said yesterday. Connery predicts the resolution will be reported favorably to the House floor for general action without delay.

End Public Hearings On Dickstein Measure

Washington Bureau of RADIO DAILY

Washington—Public hearings on the Dickstein bill before the House Immigration Committee wound up yesterday after Rep. Dickstein had revealed a special revised committee print of his measure, eliminating

(Continued on Page 3)

Chrysler Is Launching Special Easter Drive

Chrysler Corp. will stage a special Easter drive, March 18-28, as part of its spring campaign. Radio spots in 48 cities will be used. Dealers have been urged to use their local stations to supplement the national drive.

GRACE MOORE SIGNS 15 WEEKS FOR NASH

Grace Moore, the Metropolitan Opera star, has been signed for a 15-week engagement on the CBS Nash Speedshow. Miss Moore will begin her new series of radio programs on March 20. First two broadcasts will originate from New York, then switches to Hollywood for the remaining 13 weeks. J. Walter Thompson Co., New York, has the account.

Testimonial Caution Added to NBC Policy

Tightening up on the personal endorsement angle, more or less as a precautionary measure and as guidance for future policy, NBC goes on record as reminding its sales and announcer staff that all testimonials must be a truthful statement, whether or not the announcer in question is

(Continued on Page 3)

Linguists

Lincoln — Central States Broadcasting Co. announcers in Lincoln and Omaha have gone back to school again.

Lads are being schooled in the art of correct foreign pronunciations. Tutors in German, French, Spanish, and Italian are being pulled down from the University of Nebraska to take care of the assignments.

400 Stations Are Being Used In Chevrolet Spot Campaign

Chevrolet will use over 400 stations in its spot radio campaign when the new WBS series entitled "Rubinoff's Musical Moments Revue" takes the air around March 15. Guests signed for the series include Benay Venuta, Virginia Verrill, and Jerry Cooper.

Tacoma House Passes Ascap Tax Measure

Tacoma—A tax of $117,000 yearly would be levied against Ascap for doing business in this state under a

(Continued on Page 3)

Diversifying Appeal

Ardmore, Okla. — In order to reach every type of listener in a new series of 15 minutes daily programs over KVSO, Ardmore, the Oklahoma Natural Gas Co. is using about 10 different talent units. Most of them are heard on one day a week, a few show every other week. Response has been good so far. Talent range is from hillbilly to semi-classical.

RADIO DAILY

Vol. 1, No. 21 Wed., Mar. 10, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Tuesday, Mar. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	178¾	178	178	— ½
Crosley Radio	25⅛	25	25	— ½
Gen. Electric	61½	60¾	61½	.....
North American	30⅝	29¾	30⅜	+ ⅜
RCA Common	12⅛	11⅞	12	.....
RCA First Pfd.	78½	78	78	+ ⅞
RCA $5 Pfd. B	(100 Bid)			
Stewart Warner	18½	18⅜	18⅜	— ⅜
Zenith Radio	37⅞	37⅜	37⅜	— ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16¼	16¼	16¼	+ ¼
Majestic	4½	4½	4½	.....
Nat. Union Radio	2⅞	2⅞	2⅞	.....

OVER THE COUNTER

	Bid	Asked
CBS A	57	58¾
CBS B	56⅝	58⅜
Stromberg Carlson	17½	18½

Kool-Raleigh Program Continues Thru Summer

(Continued from Page 1)

orchestra, Morton Bowe, and the Esquires will continue on the show for the summer with Ken Fickett on the production end. Program goes into its new NBC-Blue spot on March 19, using the 10-10:30 p.m. period. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Quaker Oats Changes

Quaker Oats Co., Chicago, will change the product that is now plugged on their NBC-Red program heard every Saturday from 5:30-6 p.m. Product will now be Puffed Wheat, and a testimonial from Shirley Temple will be written into the commercials. Lord & Thomas handles the show.

REEVES STUDIO
RADIO TRANSCRIPTIONS
Noiseless Film and Wax Recording
•
ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

Workers Alliance Airs Strike

Workers Alliance of Greater New York purchased 12 five-minute programs over WNEW to broadcast a series of programs direct from the headquarters of the 5,000 members who went on strike last night. Richard Brooks, announcer on the Fairbanks-Morse Conservador program, heard 7-7:15 p.m., was at the mike. His regular sponsors reliquished their time on WNEW to allow Brooks to broadcast the first program. Succeeding programs were heard every hour through to 7 a.m. today.

Lohr Being Honored By Women's League

Lenox R. Lohr, president of National Broadcasting Co., will be one of 15 outstanding business leaders who will be honored by the New York League of Business and Professional Women for contributing to making "a better business world for better business women."

Presentation of scrolls to the 15 designated business men will be made during a broadcast over the NBC-Blue network on March 18, 11:05-11:15 p.m. EST. The broadcast, originating in the grand ballroom of the Hotel Biltmore in New York, will be a feature of National Business Women's Week. The broadcast of the presentation of scrolls will mark the first time in ten years that men have been honored during the observance of National Business Women's Week.

T. J. Watson of International Business Machines, John Sloane of W. & J. Sloane, Samuel Reyburn of Associated Dry Goods, Ogden Reid of the N. Y. Herald Tribune and H. A. Clemer of Loose-Wiles are among others who will be honored along with NBC's president.

Tempo Radio's N. Y. Rep

Allan M. Wilson, production head of the recently formed Tempo Radio Productions of Los Angeles, has appointed Wendell S. Gibbs, formerly of NBC and Radiodiffusion Europenne (London), as New York representative with office at 308 East 79th street.

An invitational audition of Tempo's strip program, "Twenty Years Ago Today," will be held today in the RCA building, with both Wilson and Gibbs beguiling the agency men with cocktails.

Taplinger Rep in London

London—T. J. L. Crane has arrived here from New York via the Manhattan and will open an office for the New York publicity firm of Robert S. Taplinger, Inc. Crane formerly handled publicity for Bermuda and was at one time an associate editor of "Voyager." He is staying at the Carlton Hotel.

Paul Lynn Joins CBS

Paul Lynn, formerly with Trans-Radio Press, has been added to the CBS publicity department in place of Holly Noble, who has taken over the city desk. Carl Johnson, formerly with the Herald Tribune and a Boston paper, is a temporary addition to the CBS publicity night staff.

Devoe & Raynolds Using 42 Stations in Campaign

Wadsworth-Howland & Co., and Peaflee-Gaulbert Co., subsidiaries of Devoe & Raynolds Inc., (paint and varnishes) will use 42 stations in their WBS spot campaign which starts late this month or early next month.

Peaflee-Gaulbert (Pee-Gee paint) will begin part of its campaign on March 22 with the remainder going on the air before April 5. Thirty-five Southern stations will be used in the nine-week-campaign, using 13 five-minute musical announcements during the daytime. Schedule calls for two announcements for the first four weeks, and one each for the remaining five weeks.

Wadsworth-Howland (Bay State paint) will use five New England stations and two upper New York State stations for its nine-week campaign, starting April 5. Same number of announcements and schedule will be used by this company, but evening time will be used. J. Stirling Getchell Inc., New York, has the account.

Unusual Sport Items

WBAL, Baltimore, has inaugurated a new 15-minute sports program of an unusual nature. It is handled by Don Riley, well-known local sports announcer, commentator and newspaper man. Instead of dealing with current sporting events he digs up the unusual and calls his program "Strange Things Which Have Happened in Sports". On the opening program he asked listeners to send in unusual sports happenings.

Cliff Don Heads WALR

Toledo—Cliff Don, newscaster over WSPD here as "Radio Don," has been made managing director of WALR, Zanesville, O. Don was formerly advertising manager for the George B. Ricaby Co. in Toledo and Buffalo.

Fred Humphrey at WNAD

Ardmore, Okla. — Fred E. Humphrey, one-time program director at WNAD, Norman, Okla., during college days, has been named assistant manager of KVSO, here. Humphrey has been in business here for seven years. He is taking over commercial business for KVSO.

Benny Show from Hotel

The Jack Benny Jell-O program will emanate from the Hotel Pierre next Sunday with Fred Allen as guest star. Program goes over the NBC-Red network at 7 p.m.

COMING and GOING

NINO MARTINI is back in New York from a recital at the States Teachers College in West Orange, Pa., on Monday night.

DON WITHYCOMB, WFIL general manager, is back in Philadelphia after a week-end business trip in New York.

DONALD D. DAVIS, president of WHB, Kansas City, is in New York.

NAT MARGO, professional manager of Ray Music, leaves today for Cleveland.

AL DONAHUE, orchestra leader, and MRS. DONAHUE, sail today on the Queen of Bermuda for a Bermuda date.

LARRY HAMMOND, radio director for Blackett-Sample-Humert, has returned from a two-week vacation.

WILLIAM HOPPES, WBS station relations, has returned from his business trip through the South.

CONRAD THIBAUT of the Packard Program will fly east from Hollywood around the 12th of April to concertize.

R. P. JORDAN of WDBJ, Roanoke, Va., is in New York for a brief visit.

E. C. MILLS, general manager of ASCAP, has arrived in Seattle and will swing around other Coast points before starting back early next week.

DAVE RUBINOFF leaves for Hollywood on April 12 to make a picture for 20th Century-Fox Pictures. No title selected as yet. Will be on the West Coast for more than four weeks.

KENNY BAKER has left for the coast to meet picture commitments, thereby leaving the JACK BENNY show.

200 Stations to Get Rexall Spring Spots

(Continued from Page 1)

Ruysdael as one of the announcers.

Schedule calls for the use of one or more stations in a city for one week, Mondays through Saturdays One cent sales run for a week in each city. Disks will use daytime periods Street & Finney Inc., New York, has the account.

Fox Theaters Running 26-Week Series on WDAF

Kansas City—A 26-week series, calling for three evening broadcasts a week at 5:45 o'clock, will be sponsored by Fox-Midwest Theaters over WDAF under the title of "Let's Go to the Movies." Senn Lawler, the theater unit's publicity director, will comment.

Telling Their Hobbies

KDYL, Salt Lake City, inaugurated a new feature with the presentation of the first of a series of 15-minute broadcasts called "What Is Your Hobby?" It is planned to invite all civic and business leaders with interesting hobbies to participate in these shows. They are heard at 7:45 p.m. (MST) Thursdays.



AGENCIES

J. WALTER THOMPSON offices in Chicago have enlarged their quarters taking most of sixth floor of Wrigley building in addition to the seventh. Increase necessary due to rise in spot business done by local offices which has almost seven times gross business in the first two months of current year that they had for total of 1936.

GEORGE BOWLES, account executive with the Ferry-Hanly Advertising Co., Kansas City, and until recently the conductor of a gossip program on KMBC, is on the west coast until next week working on a new campaign for the Coolerator Co.

GOTHAM ADVERTISING CO. has been appointed by Louise Rigers Inc. (vitamin cosmetics) to handle advertising of "Angel Skin." Radio and newspapers will be used. Radio plans are still indefinite however.

E. T. HOWARD CO. will handle all advertising for Christian Feigenspan Brewing Co., Newark. Radio is now being used.

Testimonial Caution Added to NBC Policy

(Continued from Page 1)

on a program where his fee is being paid by sponsor.

Attention to this part of the NBC Program Policies has been called to the sales staff by Roy C. Witmer, vice-president in charge of sales, the salesmen in turn to be guided accordingly should such a contingency arise with either a client or advertising agency. Witmer's communication reads:

"Testimonials must reflect the genuine experience or opinion of a competent witness. Testimonials broadcast by NBC announcers are not an exception to this rule, whether or not the announcer receives a fee for his services from the advertiser, this policy must be enforced.

"When commercial copy, written in the first person singular, includes endorsement of product to be read by the announcer, it must be clearly stated that the announcer is speaking for the —— company, sponsoring the product."

Reminder on NBC policies, incidentally, comes on the heels of Congressman Paul H. Maloney's introduction of a bill in the Senate intended to make radio stars announce at the outset of a program how much they receive for personal endorsements, etc.



March 10

Greetings from Radio Daily

to

Peter DeRose

Payne Opposes Radio Lobbying

Washington Bureau of THE RADIO DAILY

Washington—A good portion of the work which the FCC is trying to accomplish is being impaired by the activities of organized radio lobbyists, it was stated yesterday by Commissioner George Henry Payne in a special interview with RADIO DAILY.

"This lobby consists of a few lawyers who claim they can get the FCC to do most anything," said Payne. "What they actually do is to work through subordinates within the FCC and get them to do things they should not do. The FCC should definitely be free from influence of such groups."

Payne said the FCC would cooperate with Congressman Connery in connection with his probe resolution which comes up for hearing tomorrow. He also said he favored Congressman Celler's proposal for a government radio station.

End Public Hearings On Dickstein Measure

(Continued from Page 1)

the quota feature and directing the Secretary of Labor to pass on applications and to apply to outside interests who know conditions before passing judgment.

The bill is to be considered in executive session a week from tomorrow.

John F. Simmons, chief of the State Department visa office, said he doubted that the measure would greatly disturb international relations. Another who testified was C. Henry Freeman, concert manager.

Unusual Kiddie Program In 18th Month at WJIM

Lansing, Mich. — An unusual program, titled the "Kiddie's Jamboree With Uncle Howdy", has been making such a hit over WJIM here for the past 18 months that it is attracting countrywide attention and engaging the interest of national sponsors.

The program is a symphonic and modernistic Children's Choir of 250 voices, including 20 soloists, two quartets, two trios and a sextet. Under the expert guidance and friendly conductorship of Howard Finch, "The Kiddie's Jamboree with Uncle Howdy" has become a warm and welcome guest in the hearts and homes of Lansing and its diminutive listeners.

In addition to being a jointly sponsored program over a period of 18 consecutive months for the Lansing Dairy and the Gauss Baking Co., the little voices of the children's choir range from eight to fourteen years and the young singers have their own specially designed and colorful choir books as well as beautiful full-length choir gowns of pale blue. Uncle Howdy uses his own special arrangements and the Children's Choir repertoire consists of swing music, classics, light opera gems, and musical comedy numbers.

There is a daily half hour studio broadcast and a weekly one hour show and broadcast from the stage of the Strand Theater in Lansing. After a recent visit to Lansing and a "guestie" on the Kiddie's Jamboree, genial Al Pearce voiced a coast-to-coast salute to Uncle Howdy and the Children's Choir on the Columbia Broadcasting System Ford Show, "Watch the Fun Go By."

Tacoma House Passes Ascap Tax Measure

(Continued from Page 1)

bill passed by the lower house taxing Ascap $3,000 in each county.

Gene Buck, Ascap president, said last night that the bill to tax Ascap $117,000 annually in the State of Washington was instigated by the broadcasters to make it impossible for Ascap to collect and license the use of copyrighted music in Washington.

Ascap has received information that the broadcasters plan to introduce similar measures in other states, Buck declared.

Sapolio to Resume

The Sapolio program, which completes its present series of broadcasts tomorrow, will go back on the air at a date not yet determined.

GUEST-ING

SYDNEY RAYNER, Met tenor, will guestar on Saturday's "Lucky Strike" program.

ANDY IONA AND HIS HAWAIIANS, heard for the first time in the East on the Al Pearce broadcast last night, will make a repeat appearance on the Ford show next week. Group is under the Rockwell-O'Keefe management.

JERRY COOPER is guesting today on the Modern Romances program over the NBC-Blue at 2 p.m.

FLORENCE DESMOND, British impersonator, is guest-artist on the Rudy Vallee program on March 25.

DOROTHY GISH will be guest-artist on the Kate Smith program March 25.

PHIL SLOANE, one of the original Wilton Brothers, famed vaudeville act, will appear with his daughter, MARGOT SLOANE, on her program, "Moments with Margot," on WNEW, Thursday at 9:35 a.m.

ERNST LUBITSCH will appear with Marlene Dietrich and Herbert Marshall in the Radio Theater show Monday, 9-10 p.m., over CBS.

MARGOT GRAHAME, film star, is scheduled for "Your Hit Parade and Sweepstakes," March 20, over CBS.

GELETT BURGESS, author, will be on "Magazine of the Air," March 17, 11 a.m., and IDA A. R. WYLIE appears on the same program March 19.



A LABEL OFF OF A DEALER TRANSCRIPTION SERIES PLANNED BY RADIO EVENTS, INC.

ANNOUNCERS

HAROLD NORMAN, announcer at KVSO, Ardmore, Okla., is celebrating. It's a girl. The staff dedicated a program to him recently. It opened with a baby cry sound effect and included such numbers as "Ol Pappy" and "Rocking Chair's Got Me."

MURILLO SCHOFIELD, WDAF (Kansas City) announcer, last week made a short visit to Tulsa, Okla., where he formerly was connected with KVOO.

ALAN HALE, sports announcer at WISN, Milwaukee, has started a new series of sports casts at 5:30 p.m. The late morning news flashes on this station have been extended to 15 minutes, starting at 11 a.m.

EDWARD TACY, chief announcer at WSPR, Springfield, Mass., is confined to his bed by the grippe.

JAMES (Jim) EBERLE, WWJ (Detroit) announcer, will marry Marian Payment of Buffalo, April 3, he disclosed this week.

BOB STANTON, ex of WMCA and WNEW, New York, and KSD, St. Louis, has joined WWJ's announcing staff in Detroit.

KEN HOUSEMAN has left WXYZ, Detroit, and is now writing continuity, advertising, and other chores at WJIM, Lansing, Mich.

BILL SLATER will describe the final events in the I. C. A. A. A. A. Field Meet at Madison quare Garden, Saturday, 10:30-11:00 over the WJZ Blue Network.

W. HOBBIS and R. C. LYLE will be the British announcers on the March 19 NBC broadcast of the "Grand National" from Aintree.

OLLIE O'TOOLE, Pittsburgh emsee, has joined WWSW as staff announcer.

New WOR Disk Series

A new weekly disk series, sponsored by Rolls Razor Inc., will make its debut Sunday 3:15-3:30 p.m. over WOR. It is titled "Let's Get Together", produced by B. Charles-Dean, with artists including Doris Hare, Jean Ellington, Al and Lee Reiser, Glenn Darwin, Three Marshalls, Peggy, Kay and Jack, and Ernest Chappell as m.c.



Live talent programs on national non-networks last year cost $11,041,880; transcriptions, $9,271,545; records, $108,660; announcements, $4,225,985.



● ● ● **Kenny Baker left the Jack Benny program and returned to the coast because of picture commitments....No replacement....Mary Livingstone will sing a song instead....Lennie Hayton's successor for the Hollywood-spot not yet selected but he leaves next week....Mike Reilly is out of the Hickory House with Clarinet-tootin' Joe Marcella coming in with a WOR-Mutual wire....Cleveland's Les Brown opens at the Meadowbrook tonite and will be aired via CBS....Gordon Graham, formerly a member of the "Funnyboners", has replaced CBSlinger Glenn Parker.....Mark Warnow auditioned at 2 p.m. yesterday for Lord & Thomas....Arthur Boran wired Sir Ronald Linsdale, British consul, for permission to imitate King George VI, who has never been heard in this country, and the likelihood is that he'll never be.**

● ● ● *Swing enthusiast Tommy Dorsey has been trying for the past five days to get into the Paramount and see Benny Goodman but couldn't because of the tremendous biz....Tommy's hope is that Benny will have the same trouble in April when the former Paramounts-it.....David Ross, the ace announcer, went to Minsky's Oriental Theater the other night and was recognized by Manager Dave Rosen, who sent an usher over to ask Ross to sign the celebrity-book....Ross hesitated, then said, "After I see the picture", and continued on his way....Frank Parker does a spot for Nellie Revell on Tuesday....Ted Fio Rito has done "Seventh Heaven" three times on his etherizer....Drop a word of condolence to Robbins' general manager, Jack Bregman, on the loss of his sister.*

● ● ● **Worthy of network recognition....Zeke Manners and his Gang are heard only locally via WMCA, yet we're told they receive an average of 2,500 fan letters weekly....Irving Mills signed them yesterday to a year's contract for Master records....Jane Froman has signed with hillbilly-booker Bill Miller, who will handle vaudeville dates....Moe Gale's secretary, Claire Ulam, leaves Saturday for Matrimony, Preferred.....Shep Fields introduces a novelty this week when every member of the band will play accordion solos (two weeks ago they never had touched a keyboard!)....The Vox Pop boys guestar on WMCA Tuesday night....Edward MacHugh, the Gospel Singer, has just purchased a new home in Westport, Conn.....Andre Kostelanetz has been renewed for another year on the ciggie show....Nino Martini leaves for picture work, with Lily Pons starring ....Al Goodman, NBC and CBS ork leader, down with the grippe, but he won't miss any of his shows.**

● ● ● *Gabriel Heatter last night turned down a 5-day-26-week contract via Mutual which would start in four months because it meant doing a "repeat" one hour after his eastern airing....J. Fred Coots telling everyone about his latest song, "The Woods Are Full of Cuckoos", which he wrote with Charley Newman and placed with Harms....How to select hit songs: Listen to the tunes the page boys and hostesses hum while around the studio....At NBC this week it's "You're Laughing At Me" and at CBS it's "This Year's Kisses"....Herbert Marshall has set a record of guestar shots on Lux....He's on Monday with Marlene Dietrich in "Desire", making it his fourth appearance....Jack Ingersoll via WINS starts today broadcasting the 37th Annual Bowling Congress and will continue the daily reports until May 4.*

Coming Events

March 15-22: North American Radio Conference, Havana, Cuba.

March 18-20: Hotel Business Promotion Conference, French Lick Springs Hotel, French Lick, Ind.

March 24: Columbia Broadcasting System stockholders' meeting, New York.

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

April 6: Radio Corp. of America annual stockholders meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

May 2-9: National Music Week; David Sarnoff, chairman.

May 14-30: Syndicat Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Boissevain in Series

Eugene Boissevain, commentator recently discovered by NBC, will be presented in a weekly series of Wednesday discussions under the title of "Micrologue" starting today at 4:15 p.m. over the NBC-Red net. Boissevain is the husband of Edna St. Vincent Millay, poet. He clicked in a recent NBC broadcast discussion.

ONE MINUTE INTERVIEW

JAMES D. SHOUSE

"It is rather paradoxical that in one case you find a reliance upon radio to do everything and radio does it, and in the other case there is an advertiser who has supported radio with every conceivable aid and has equal success. This doesn't prove anything except to emphasize again our inability to harness radio with rules and regulations to insure its successful use."

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

LITTLE Marilyn Miller to join the great radio majority....in flickers....From songbird to icebird in one swoop.... Vocalist Bernice Claire has gone skate-currazy....La Claire and Dick Merrill seen cheek-by-jowling it at Minsky strip-tease palace t'other eve....in kerridge trade regalia.....but what does that prove?....they still deny wedlock rumors....According to Ray Lee Jackson, NBC pix-maker, Gina Cigna is almost as gorgeous as her voice....Doris Hare, British comedienne, is a Mayfair Helen Broderick....and the best model he ever had was Edgar Bergen's dummy.... Loretta of Jack and Loretta Clemens convalescing from appendix abrogation.... Don Bestor's family should incorporate ....His wife is on salary as sec and treasurer to Don and the proceeds go into a Mary Ann fund....that being the name of the Bestor offspring....Mary Sabin, statistician of WOR-Mutual press department, at home, indisposed....

▼ ▼

Richard Himber's lass on the Monday program is the latter-day Gibson girl, but you should know it's Gogo Delys who's his vocalizing gal Friday ....Peggy Tudor will tell the femmes all....from how to chill the Chablis to what he means when he sends white roses, via transcriptions every Wednesday at 11:45 a.m. over WOR ....There'll be orchestral interludes ....Lois Wilson, flicker-femme, will talk to Jeff Sparks on Sunday about herself, the movies et. al....Charlotte Buchwald, "The Playgoer", will interview Walter Abel, who is Katharine Cornell's behind-the-footlights squire, next Tuesday at 2, instead of her usual 1:45....

▼ ▼

Maribel Vinson, skating champ and one of the few femme Fourth Estaters to write about sports....she tells about swimming, skating and field hockey in the New York Times....will talk sports with Scoop Ward on his "News of Youth" program ....When "Pretty Kitty Kelly" premiered Monday eve lady listeners at the studio were invited to comment.....Colleen Arline Blackburn, "Kitty Kelly" herself, will attend a party tendered Patty, the canine with a social conscience, who helps raise funds, by the Humane Society ....Arline was asked on account of she's a Gael, too....Elaine Howard, who warbles with the Irving Aaronson ork, singing extra-curricular duets with Emil Renan.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 9 of a Series

WICC—Bridgeport, Conn.

500 *Watts, Night,* 1000 *watts, day*—600 K.C.

JOHN SHEPARD 3rd, President JOSEPH LOPEZ, Supervisor

WICC, the second radio station in Connecticut, is owned by the Southern Connecticut Broadcasting Corp. Established in 1926 as WCWS, the station today has a primary coverage of a 75-mile radius which includes Southern Connecticut, Long Island and Metropolitan New York. Station is on the air 18 hours daily from 7 a.m.-1 a.m. the next morning.

ON Jan. 1, WICC became a member of the basic NBC-Blue network. It is also affiliated with the Yankee network and the Colonial network. Its present call letters were not used until 1927, when the station was moved from Danbury to Waterbury Conn. In 1930 it was taken over as a Connecticut outlet for the Yankee web under John Shepard 3rd and Joseph Lopez. then chief announcer for WNAC, Boston, was placed in charge. Within five years the following improvements were effected: power increased to 1000 watts, daytime; new studios in the Stratfield hotel; CBS affiliation; new transmitter constructed and effective production of remote and studio production—features for network consumption.

WICC is the only station ever to have received a national citation from the American Legion for its department and auxiliaries. The most distinguished service citation was made to Joseph Lopez, and the distinguished service citation was awarded to the station. Service programs have been aired for organizations such as Boy and Girl Scouts, Parent-Teacher Ass'ns, Chambers of Commerce, religious, educational and municipal departments throughout Connecticut. Network contributions include a series of musical comedies and concert and educational features of Yale University. There are also four network news broadcasts a day originating from the studios of WICC.

IN addition to John Shepard and Joseph Lopez, the staff includes Garo W. Ray, head engineer; Judson La Haye, program director; Richard Voynow, sales supervisor, and Fred L. Rowe, sales manager.

"Good Will Court" Action Dismissed

(*Continued from Page* 1)

Radio hour; NBC, Standard Brands, J. Walter Thompson Co., and WMCA.

Louis Nizer of Phillips & Nizer represented Alexander. Hallam Richardson represented the plaintiff, and Hugh Williamson of Breed, Abbott & Morgan represented the defendant, J. Walter Thompson Co. Judge Steinbrink decided that Judge Sweedler's arbitration court in Brooklyn could not enjoin the radio program. He decided that Judge Sweedler had given permission to A. L. Alexander to use the name "Good Will Court" and could not withdraw that permission after $160,000 had been spent to establish the radio program as one of the most popular ever presented on the air. It was testified that 15 million listened to the program weekly. Alexander testified that over 80,000 applications for help had been presented to him, but that when the Appellate Division ruled against attorneys or Judges appearing on such programs, that he immediately stopped broadcasting on the advice of his attorney. Judge Steinbrink stated that he could find no damages. He therefore dismissed the complaint as well as an injunction.

Macfadden Publications and Bamberger Broadcasting Service, operators of WOR, had previously been defendants in the suit, but were released earlier in the case when the program changed sponsors and networks.

Bendix Gets Air Device

Vincent Bendix, president of Bendix Aviation Corp., has announced that the Bendix Corp. has purchased manufacturing license rights to the long range, ground-station radio direction finder developed by American Airways. The device will be made available for the first time to the domestic airlines. Its sale abroad, however, has been prohibited by the U. S. government in the interest of national defense. Similar devices developed in other countries have only a fraction of its minimum effective range of 1800 miles.

COMMENTS On Current Programs

Pick and Pat

Blackface funsters Pick and Pat are in great form since their recent brief vacation, but on the Dill's program this week there was another highlight. It was the singing of "Chloe" by Edward Roecher, baritone. Roecher put the number over with a bang.

Good Times Society

Spiritedly living up to its title, this half-hour program heard over NBC-Blue at 9 p.m. on Mondays never fails to deliver a lively batch of musical entertainment in typical Negro style. The revue has a background of Chick Webb's orchestra, with Ella Fitzgerald, Charles Linton, Juan Hernandez as the potentate, the Ink Spots and the Juanita Hall Choir among its cast. Jazzy harmony, rhythmic vocalizing, and a little humor and philosophy are combined in a colored cocktail that tastes like more.

Grace Moore

Grace Moore's singing of the title role in "Madame Butterfly" on the Lux Radio Theater hour at 9 p.m. Monday was one of the season's choice entertainments. The radio adaptation of the Puccini opera was skilfully handled, Miss Moore was in fine vocal trim, and there was good work by Cary Grant as the male end of the love interest.

NBC in Chi Promotes Bud Smith, M'Dermott

(*Continued from Page* 1)

five years. He attended Notre Dame University and is a graduate of the University of Chicago. His first job, after leaving school, was as a newsreel cameraman with Fox Movietone. Later he sold industrial films, and just before joining NBC in 1932 he was selling for World Broadcasting Co. His home is in Beverly Hills.

SEITER, CARVER & LIVINGSTON
PUBLISHERS, INC.

I shall be glad to subscribe myself and to recommend the book to my friends in the Theatre.
RICHARD ALDRICH

SCREEN · THEATRE · RADIO
INTERNATIONAL BLUE BOOK
TELEVISION

The Blue Book reaches every executive of Radio, Stage and Screen ..... Tell them who you are.

425 FIFTH AVENUE, NEW YORK
Telephone: CAl. 5-4854

☆ STATION FLASHES ☆

F. H. PATTERSON and D. E. Patterson of Garden City, Kans., with William C. Grove of Denver have applied to the FCC for permission to purchase KIUL, Garden City, from Garden City Broadcasting Co., owned by H. A. Ellison and Frank D. Conrad. At the time of the station's licensing, it was operated by KIUL, Inc., and 99.25 per cent of the stock was owned by F. H. Patterson, but following a reorganization, the station was transferred to Ellison and Conrad.

When KVSO, Ardmore, Okla., joins the Mutual Broadcasting System on April 1, the date the Oklahoma Network will also begin to feed programs to this Southern Oklahoma outlet, according to present plans, the station will probably extend operating time until midnight with the new affiliations. New emphasis on local studio programs will be possible with the new arrangement.

WSPR, Springfield, Mass., has gained another half hour in its broadcasting time. It now goes off at 7:00 p.m. instead of six-thirty.

John W. Haigis, Greenfield, Mass., has applied for a permit to construct a new radio station at Greenfield to operate on 1210 kilocycles, 250 watts power daytime.

Two full-time members have been added to the staff of WHDL, Olean, N. Y. They are Frederick G. Meyers, formerly of the students' program committee of St. Bonaventure College, where the station maintains studios, and Grace Chilcote, former stock player and femme orchestra leader. Meyers will handle special events, publicity and feature writing. Miss Chilcote will conduct a program from the Bradford, Pa., studios, directed at the feminine audience.

2 Programs Give Time For Anti-Court Talk

The Ford Motor Co. Dealers' program, featuring Rex Chandler's orchestra, and the National Biscuit Co. program heard over NBC-Blue network, 9-10 p.m. Friday, will give up their time this week to allow a mass meeting held at Carnegie Hall, New York, to be broadcast. Four U. S. Senators will speak against President Roosevelt's Supreme Court measure. Speakers are Sen. Copeland, N. Y.; Sen. George, Georgia; Sen. Burke, Nebraska, and Sen. Walsh, Mass. It has not yet been definitely decided whether or not the Ford repeat show, heard 12 mid.-12:30 a.m. and broadcast to the west coast, will be aired.

NEW PROGRAMS—IDEAS

Novel Early A.M. Series

Early morning listeners to KDYL in Salt Lake City are startled each morning at 7:35 by a loud snoring, followed by the metallic clanging of an alarm clock—the novel introduction of this new series. Strictly an informal broadcast, on the air each morning except Sunday, 7:30-8 (MST), the program is good for many laughs and chuckles every day. George Snell and Elwyn Quinn, KDYL announcers, conceived and execute this somewhat amazing show with sound effects and other extraneous noises plus the addition of popular music.

One recent show concerned fishing. The boys in their meanderings throughout the world caught many an unusual specimen, among them the flying fish, graphically portrayed by the sound effect of an airplane; saw-fish, which brought out the carpenter's saw, and the dog-fish had no trouble getting good representation.

No request is made for mail—but letters for this program almost top the list of locally-produced programs at KDYL.

Marriage Proposals

A new series dramatizing marriage proposals will be introduced over WMCA starting March 19 at 3:15 p.m. by Newell Davis and Fanny May Baldridge. The broadcasts will present the dramatized story of a proposal—introducing one of the parties present when the propsal was made, following the current trend of real life dramatizations on the radio.

Davis is a baritone singer as well as an actor and writer. Miss Baldridge also has done writing as well as acting.

After Dinner Talk

A program of after-dinner conversation, titled "Dinner at Nine," will make its debut March 15 at 9 p.m. over the NBC-Blue network, where it will be a monthly feature. The half-hour broadcast, first of its kind, will originate in the dining room of Mr. and Mrs. Henry Goddard Leach's private home in a residential section of New York and will follow immediately upon the conclusion of a typically social dinner party while the host, hostess and guests are still seated at the table.

Microphones will be set up among the table's floral decorations. Topic of the first program will be "Is Bridge Destroying Good Conversation." Guests will include Fannie Hurst, Ford Maddox Ford, Sidney S. Lenz, J. George Frederick and Dorothy Thompson. Leach is owner and editor of Forum Magazine.

"Handwriting Sherlock"

Developing a program for the Blue Parrott Inn, ace Denver eating spot, as a matter of routine, KLZ suddenly found itself with one of the most popular programs originating locally. It is called "Handwriting Sherlock," on once a week for 15 minutes.

Material for the broadcast is secured by means of pads placed on tables in the restaurant, each slip carrying an invitation to write a message to have it analyzed over the air. The station and the sponsor expected to mail out some of the analyses, but the result has been that they have been forced to mail out hundreds. Seems more than 90 per cent of the customers, men as well as women, want their handwriting analyzed.

Hymns from Church

The Knoxville Baptist Tabernacle, who have been heard on Sunday afternoons at 4 for the past few weeks in 30 minutes of well-known hymns, will try as an experiment this Sunday a full hour request program lasting from 4 to 5 over WROL. Listeners will be given the opportunity of calling the church during the broadcast and request their favorite hymns.

"The Dentist Says"

Under the sponsorship of the Valley District of the Massachusetts Dental Society, "The Dentist Says," under the direction of George Wood Clapp, D.D.S., Editor, is being presented twice weekly over station WSPR, Springfield, Mass. The programs are on 15 minutes each Wednesday and Saturday evening. The Wednesday broadcast is a skit for children and the Saturday one a skit for adults.

Socony and Gen'l Mills Sponsor Baseball Co-op

(*Continued from Page* 1)

will be heard in the broadcasts to be held in Chicago on April 11-12.

Other sponsors who will do baseball broadcasts are The Texas Co., on WCFL, Chicago, for its third consecutive year with all home games of the Chicago Cubs and White Sox. Hal Totten will do the announcing as in the past. Hanff-Metzger Inc., New York, is the agency.

General Foods Corp., (Huskies) will do play by play games of the same clubs on WIND, Gary, Ind., with Russ Hodges at the microphone. Benton & Bowles Inc., New York, placed the account. On the same station Wm. Wrigley Jr., Co. will broadcast re-enactments of the Chicago Cubs games both on the road and at home. Wrigley owns the Cubs.

Tidewater Associated Oil Co., is another sponsor who will use baseball sports broadcasts. On WFBL, Syracuse, and WGY, Schenectady, Tidewater will use Leo Bolley. On WGY the schedule is Monday, Wednesday and Friday 6:45-7 p.m., and on WFBL, effective second week in April, it will be 6-6:15 p.m., and 11-11:05 p.m., seven nights a week. Also on WOR Tidewater will use Stan Lomax's sports program three nights a week.

P. Lorrillard (Old Gold Cigarettes) already has contracted for WGN, Chicago, but it is fairly certain that another Midwest station will be added for play by play games, possibly WIRE, Indianapolis. Lennen & Mitchell Inc., New York, services both accounts.

Games set by General Mills include broadcasts of the Cincinnati Reds on WSAI with Red Barber as announcer. On WCAU, Philadelphia, will split the sponsorship with Socony-Vacuum for broadcasts of the home games of the Phillies and Athletics. Unofficially it is understood that General Mills is signing up the radio rights to the games and allowing Socony the right to share the sponsorship of whatever games they want. Bellows this year has contacted the presidents of the various leagues both minor and major and through them contacted the ball club officials. Bellows apparently has a free hand in dickering with the clubs and can close a deal on the spot if necessary.

A canvass of the New York advertising agencies and radio reps revealed that very little baseball is available for their clients who could use baseball broadcasts in their sales territories.



LIBBY, McNEIL AND LIBBY now have spot straight across board at WGN at 11:45 a.m. CST. Adding Dave Bacal with Hammond organ for Saturdays and playing script serial "We Are Four" the other five days. "We Are Four" formerly sponsored by Munsingwear.

Dick Welles, free-lance mikeman, seriously smashed up in auto accident here over week-end.

Two new shows slated for WBBM here over CBS facilities, one to be sponsored by Sinclair Refining with date tentatively set early in April and the other for the National Biscuit to star Helen Broderick and Victor Moore.

Bill Murray, radio head for William Morris theatrical agency, in town most of last week to give his attention to several deals understood to be quite sizeable and also to augment the Wm. Morris talent list.

King's Jesters signed for another four weeks at the Blue Fountain Room of the Hotel LaSalle and will continue the NBC hook-up.

Barney Rapp, Manhattan maestro and his band crew in town to open at the Trianon where they will broadcast over WGN and Mutual.

Ed Cook, veteran publicitor, ahead of Charlotte Greenwood show at the Selwyn, is negotiating with WMAQ for a once-a-week spot to plug his stanza. Deal, if it goes through, will be the first legitimate show in Chicago's history to advertise by this means. Expect to begin week before Easter. Show has been here since early fall and since much of the box office comes from out of towners, producers figure that radio will keep production here until mid-summer.

John Harrington of WBBM nursing a bum shoulder.

The DIAL

THE two-part weekly crime show, "Robin Hood Minute Mysteries," sponsored by the Fontennelle Brewing Co. of Omaha and broadcast each Saturday night from KXBY, Kansas City, and KOIL, Omaha, carries a $50 award to the persons wiring in the first and shortest correct solution of the crime to the two stations, and free cartons of beer to the next fifty solvers of the crime. The cash prize is delivered to the winner by telegraph messenger immediately after the broadcasting of the crime's unraveling.

Claiborne Mangum, tenor, returns to WPTF, Raleigh, N. C., on March 16 and will be featured Tuesdays, Thursdays and Fridays at 8:15 a.m. under sponsorship of North Carolina Fisheries Inc. Mrs. Lucy Biebl, pianist-composer, will be on the program with him.

WHB's Musical Clock, Kansas City's oldest morning time signal program, is now sponsored by Mace-Ryer Jewelry Co., and recently was rearranged to include an employment service and a merchandise giveaway.

Levitt & Sons (real estate) are changing their Sunday morning WOR program. Series, heard from 11-11:30 a.m., will feature Barry McKinley, the Charioteers and a 15-piece band in the future.

Kieran Balfe has started a morning news broadcast over WWSW, Pittsburgh. The "Chandu" feature also is back on this station, with sponsorship by a local store.

Denver Chevrolet dealers are sponsoring one game a day and a five-minute resume of the day's play of the A.A.U. national basketball tournament in Denver, March 14-20, over KLZ.

A new Sunday afternoon series featuring the songs of Gene Austin, accompanied by Candy and Coco, began Sunday on WDNC, the Herald-Sun station in Durham. For some time, Austin has been a regular feature of WDNC, being heard on a number of transcribed shows, and for at least one other sponsor. The trio will appear under the banner of Montgomery & Aldridge (tire dealers).

Returning to WDNC, Durham, after making transcriptions in Hollywood, the Kaybee Songstress (Cleo Brown) appears three times weekly, Mondays, Wednesdays and Fridays at 6 p.m. Her new series of five minute broadcasts is sponsored by the Kaybee Stores.

Strange scenes and stranger happenings in little-known parts of the Argentine will be described by Ben Adams, lecturer and traveller, in two international broadcasts from Buenos Aires, to be heard tomorrow and March 18 at 7:15 p.m., EST over the NBC-Blue network.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

Chatter

ED TURNER, who graduated from dramatic stock to radio, is doing a good job down in Knoxville, Tenn., where he directs the productions of the WNOX Mystery Club. Jim Foster, WNOX continuity writer, does the scripting of the dramas, all originals. Audience interest is said to be considerable. WNOX is the Scripps-Howard station in Knoxville.

William Huggins has joined the staff of WNOX, Knoxville, Tennessee, Scripps-Howard station as secretary to O. L. Smith, commercial manager.

Earl O'Fallon has been named WNOX house manager. Duty will be to keep 800 seat auditorium running smoothly. WNOX charges admissions for all auditorium broadcasts, of which station averages 20 weekly.

Nelson Eddy's personal appearance at the Municipal Auditorium, San Antonio, has been changed to May 6.

Vincent Layton has been added to the musical staff of KABC, San Antonio, as pianist.

Raymond Bryant of Atlanta and Helen Fleckenstein of Zelienople, Pa., will middle-aisle it next month, according to word from KDKA, Pittsburgh, where Bryant is a member of a hillbilly gang.

Dorothy Whitehead of WICC, Bridgeport, was on the sick list last week.

Reed Snyder, WHO engineer, supervisor of studio operation, was elected president of the Y. M. C. A. Movie and Camera Club of Des Moines last week.

Ed Harvey, program director at WCAE, Pittsburgh, reveals that he got the idea for his favorite feature, "Our Family," while vacationing at a lake resort near Chicago. A family in a neighboring cottage supplied the inspiration. Another WCAE program, "Future All-Americans Club," written by Jimmy Murray, originated from Murray's annoyance at a wailing youngster in the duplex dwelling where he lives. Lillian Malone's "Sunshine House" program on the same station is a result of loads of questions from listeners asking household advice after hearing her "Polly's Party Line" series.

"The Four Showmen," who have been auditioning for several commercials, have completed a short with Rudolf Friml, Jr.'s, Orchestra. Several of the elder Friml's songs were used.

Jake Rachman is now writing the radio news in the Omaha Bee-News, taking over the duties from Bill Wiseman, whose work as promotion manager keeps him too busy. Rachman also does the paper's movie columns.

Milton Berle's Sunday night WABC commercial will emanate from the Coast for at least another month because revision in the script of the comedian's new picture for RKO has delayed the production schedule.

Mrs. Alice Gorham of the publicity department of WXYZ, Detroit, gave a talk Friday before the Greater Detroit Motion Picture Council.

Gene O'Fallon, manager of KFEL, Denver, together with Sportscaster Bill Welsh and Engineer Paden Veatch went to Bozeman, Mont., with the station's mobile unit and remote control equipment for the two-game play-off series of the Denver University Basketball Team vs. Colorado University.

Jerry Lester, comedian, who succeeded Henny Youngman at the Yacht Club when the latter joined the Kate Smith programs, has been breaking in a series of broadcasts on a Brooklyn station, under an assumed name, before presenting the show for network auditioning. Lester has appeared on the Carefree Carnival and Shell Chateau.

Tommie Johnson, advertising manager for KOMA, Oklahoma City, is in a local hospital for couple of weeks undergoing an operation.

☆ "Quotes" ☆

JOE COOK: "A great comedian is one who amuses all who see and hear his performances—kids and grown-ups alike. Real humor must be simple. Unclean comedy appeals only to 'classes'. Many do not understand risque jokes, especially children, and the laughs provoked by risque jokes are not 'genuine laughs'. They are brought on more by the comedian's boldness than by the entertainment he gives."

ALEXANDER WOOLLCOTT: "All the town criers in France have formed a union. There are 20,000 of them. It seems they're tired of patrolling the streets. They want a microphone set up in each town hall so they can broadcast their announcements without going out into the rain and snow."

GRADY COLE (WBT, Charlotte): "Trouble and fame affects some people much as soaking a bean in water affects the bean. The bean swells and, by cracky, it soon bursts, which purifies into bust."

MUSIC

ZINN ARTHUR will be aired on Thursdays, 10:30-11 p.m., over WHN, in addition to his Wednesday and Friday airings.

Red Nichols celebrates his premiere as a baton waver in Chi by playing waxed version of his first recording "Chicago" when he opens in the city of that name, with a CBS wire, March 19.

The Braun Organization, Chicago music publishers, will open an office in the Brill Building, New York, with William Ortmann taking charge.

With "Coronation Waltz" launched, Major Music Inc. goes to town with "Words Fail Me," by Sylvan (Bob's brother) Taplinger and Bob Dale.

"There's Nothing So Lovely As Love," introduced by Vincent Lopez is the joint product of the labors of Marion Cooper, Jr., ex-Annapolis man, and his mother Pauline Learnard. Mills, Inc., are the publishers.

Rudy Vallee will do a repeat on the Social Security Song, "I'm in Love With 2340-567," with new and additional choruses on his Thursday broadcast. With him on the program will be Milton Douglas, Mary Boland and the Hamilton College Choir.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

CELLER IS PUSHING HIS FEDERAL STATION IDEA

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — Coincident with the departure of the American delegation for the North American Radio Conference in Havana, Congressman Emanuel Celler yesterday conferred with the State Department in an effort to advance his bill providing for a federal radio station to operate on an international channel. Celler said he would also confer with FCC Commissioner George Henry Payne before asking formal hearing date before the House Committee on Interstate and Foreign Commerce.

Amendment to Celler's bill would allow the government to turn the channel over for private use when not needed for government business.

The Havana delegation sailed Monday night on the Fairfax from Baltimore. Initial conference will deal chiefly with allocation frequencies in North America, leaving the short wave situation in South America for consideration at the fall conference when all the Americas are expected to be represented.

New Biz on WNEW

Bigelow Sanford Carpet Co. has purchased three 15-minute periods over WNEW, Tuesday and Wednesdays, 8-8:15, and Sundays, 10-10:15 a.m. The former will be transcriptions featuring Blubber Bergman and the Sunday programs will feature Hollywood recipes.

Hearns' store has bought fifteen 15-minute spots.

"20 Grand Cigarettes" have bought seven announcements a night, six nights a week, on "The Milkman's Matinee," starting March 15.

Mi-Oun Baking Co. has bought a 13-week series of spot announcements, daily except Sunday between 9:35 and 10 a.m.

Michaels' Credit Department Store, Newark, will increase its program to a half hour, 5-5:30 p.m. every day except Sunday. Ted Webbe's "Man on the Street," is the name of the show.

WOR Promotion Book

An elaborate promotion book titled "Of These We Sing" is being delivered to the trade today via mail by the WOR sales promotion department.

Piece is a 64-page 9" x 12" affair in varied colors, and the contents are divided into four parts, as follows: Radio Homes, including population, etc.; major retail fields and their sales; income and expenditures, and basic rates. Processed colors are used throughout.

SELLING THE STATION

. . . Merchandising * Showmanship * Exploitation

Fan Radio Magazine

Omaha—The Radio News Tower, published by WOW and edited by Advertising Manager Howard O. Peterson, assisted by News Editor Foster May, a former newspaperman, has reached a paid circulation of 3,000.

The publication, started only last October, is offered listeners to WOW at 12 copies a year for 50 cents. Peterson said its aim of providing a visual link between station, listeners and advertisers has been fulfilled. The sheet is illustrated and presents station chatter, personalities, lists new stars and programs on national nets and a full month's radio program.

Tie-up With Theater

WEAN, Providence, is tied up with the Strand theater in two programs now being aired. First is a six-day-a-week sustaining sidewalk interview, with pedestrians being queried by station announcer and handed a pair of theater comps for their trouble. Second is listed as a "Youths' Opportunity Program" and has youngsters under 17 being auditioned at radio station, then taken to theater for Saturday morning stage appearence, which is broadcast. Theater audiences pick five favorites, with listeners-in selecting by mail three out of these five. Finals will come in four weeks, with cash prizes to winners on that program. Theater gives book of tickets to winners of each weekly broadcast.

WBIG "Facts" Folder

To impress upon sponsors and agencies the value and potentialities of the market it serves, WBIG of Greensboro, N. C., issues a convincing folder entitled "Facts and Data."

In addition to containing the usual maps, charts, lists and various testimonial matter, the folder reflects the efficiency and aggressiveness of its managing director, Major Edney Ridge, and his capable staff including Program Director Ernie Smith, Chief Engineer Earl Allison, Publicity Director Virginia Wilson McKinney, and others.

It is evident that the WBIG folks take great pride in their station and that this same interest is extended to its advertisers and listeners.

New Sets Ready

Wholesale Radio Service Co., Inc., of New York has announced its new line of Lafayette receivers for spring and summer. Over 25 different types of receivers, including farm, boat, and automobile models, ranging from 4 to 24 tubes and priced for every pocketbook, are found in the new line. A special set suitable for the "Trailer" is one of the feature items.

Varied Viewpoints

Radio's Potentialities For the Advertisers

RADIO is not a cure-all, and yet there are few advertising objectives which cannot be achieved by the discriminating advertiser, although I will admit that in radio, as in every other medium, there is no substitute, ultimately, for the trial and error method.

There seems to be in radio a fantastic and elusive quality that prevents many of us from ever feeling that at last we know the answers. I think in a large measure this is due to the fact that in radio we deal with a terrific potential. Like a high voltage wire, it can carry a tremendous force—a tremendous force which can accomplish for an advertiser almost anything within reason that the advertiser wishes to accomplish. Like a high voltage wire, it has a wallop and like a high voltage wire it's not a good medium to play with.

These observations, in a sense of the word, are a reflection of a very basic principle of economy. I remember in Professor Taussig's "Outline of Economics" he makes quite a point of the fact that the amount of return on an investment, whether it be a security or a business investment, inevitably is in direct ratio to the amount of risk assumed with the security or in the business. So in radio we are dealing with a powerful force, and from an advertiser's standpoint, a force which, when directed and harnessed sensibly, can yield a tremendous return on an investment. But which, if handled half-heartedly and without real thought and real effort, can cost an advertiser a lot of money and accomplish little.—JAMES D. SHOUSE, president KMOX, St. Louis.

Preserving Melody Aim in Orchestration

THE purpose of an orchestration is to build up, to round out, and to concentrate attention upon the melody of the composer.

The process of orchestration is clearly-defined. First the maestro's objective is to preserve, above all, the intrinsic melody. For this the most suitable key must be selected This key must be consistent with the demands of the particular group of instruments thought best fitted to carry out the mood of the main theme. If, as in some cases, there is a secondary or obligato strain, the harmonic requirements of this problem are next to be treated.

"My theory for preserving the charm of present-day popular songs," he says, "emphasizes directness. The less elaboration the better. What possible sense is there in playing "Minnie the Moocher" as Mozart would have—which he never would have. You might just as well expect us to play Mozart in the Calloway hi-de-ho style. Very few are sufficiently familiar with both types of music to give such experiments any point. When my orchestra plays, and my chorus sings, for example, 'The Blue Danube' I want it to sound like the romantic, lilting waltz Strauss meant it to be. And I make my orchestration with that constantly in mind. And believe me, there's no attempt to 'arrange' the gay waltz into somebody or other's 'impression of an indigo fantasy'. We keep it romantic, pert, and Viennese — as written!" — ANDRE KOSTELANETZ.

WEED & CO. SURVEYS THE TELEVISION FIELD

That station representatives are not letting grass grow under their feet in so far as television is concerned is indicated in the comprehensive survey of tele developments being undertaken by Weed & Co., station reps. According to Joseph J. Weed, head of the organization, the primary purpose of the study of sight transmitting progress here and abroad is to accumulate first-hand reference data on "the newest adjunct to radio advertising," but in his opinion it is most practical to obtain a complete knowledge of the new art during its pioneer stages. This, he believes, will eliminate a wild rush for information when visual commercial programs go on the air.

While many broadcasting stations will ultimately have direct interests in television transmitters, Weed holds that even those which remain on a strict "sound" basis will have to be well versed in the art of tele. Non-participants as well as those actually with a finger in the tele pie, should keep themselves informed so that trade advantages of commercial broadcasting can be adequately weighted against those of commercial television. It is important says Weed to be informed on a competitive field. Experiments here and abroad leads Weed to believe that the art is nearer than generally known and the 441-line move a great step forward.

Although British television will not go to commercial, their experiences will prove of value here to advertisers when the FCC allots the tele licenses, Weed pointed out.

Newscasts in Demand

Birmingham—As a result of demand for WBRC's 15-minute newscast four times daily, only one period is now sustaining and several sponsors have shown an interest in it. El Rio Tan Cigar has taken the 9:30 p.m. spot, while Mento-Mulsion has the 8 a.m. period. A soft drink has the noon period. Bill McCain is doing the news and station is using INS.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 22 NEW YORK, THURSDAY, MARCH 11, 1937 FIVE CENTS

Farm Survey By NBC

Looking On

....AND LISTENING IN

PULSATING There is no better way for an industry to feel its pulse than through the medium of a trade paper devoted exclusively to its interests; and RADIO DAILY, although still young in the field, has begun to pulsate in a most reassuring manner.

What stands out above all else in the growing mass of correspondence, news releases, telephone calls and other communications that converge upon this nerve center is the fact that the radio business has the most wide-awake, intelligent, enterprising and public-spirited bunch of executives that ever graced an industry.

That is why radio has been able to combine superior entertainment and commercial functions so efficiently.

That is why it has so comparatively few "trade problems" and "trade evils."

That is why radio programs, radio advertising results and radio business in general are steadily moving upward.

—●—

PUBLIC SERVICE Nothing better exemplifies the mental caliber and civic-mindedness of broadcasting executives than the number and diversity of public service programs being offered on the air at present.

Picking from at random a recent newspaper listing of the programs of this type on WHO, Des Moines, we find eleven newscast, seven programs on religion, six on education and nine on various other topics of community welfare.

And this doesn't include the musical and other programs that also do their

(Continued on Page 2)

WMAZ, MACON, GA., JOINS CBS NETWORK

Macon, Ga.—WMAZ, owned and operated by Southeastern Broadcasting Co., Inc., will join CBS as a supplementary station sometime in April it was announced yesterday by E. K. Cargill, president and general manager of the station.

WMAZ now has a petition pending before the FCC for full time operation and there is a bare possibility that the station may not join CBS until next fall. Present license allows the station to operate 9:45 p.m. in April, 10 p.m. in May and 10:15 p.m.

(Continued on Page 4)

Life Insurance Week Will Use Disk Series

National Life Underwriters will use radio and white space to promote Life Insurance Week, tentatively scheduled for May 17-22. It was originally set for May 11, but was postponed because of a conflict of dates with another organization.

Harry S. Goodman will again handle the radio end, which includes

(Continued on Page 4)

Cycle Trades Starting Network Series April 1

Cycle Trades of America, New York (bicycle trade association) will begin its first network program on April 1 over a nationwide NBC-Blue

(Continued on Page 7)

Comprehensive Picture Presented Thru Study Made in 25 States--Cash Farm Income in 1936--$7,850,000,000

Quick Change

St. Louis—George Sauer, wrestling announcer for WTMV, is perhaps the only mike spieler who can wrestle in a preliminary bout and then describe the main affray of the evening. A former middleweight mat champ, he describes the matches at St. Paul Social Center each Wednesday night.

NESTLE'S AUDITIONS HILL AND WARNOW ORK

Nestle's Chocolate has auditioned Edwin C. Hill and the Mark Warnow orchestra for a contemplated CBS network program. Nothing set yet. Agency is Lord & Thomas, Inc.

Hecker Is Launching Spot Series in April

Hecker H-O Co., Buffalo (Force cereal), will start a spot announcement campaign on an unannounced list of stations the middle of next month. Stations selected will be in the Eastern market conforming with Force's distribution. Plugs will vary

(Continued on Page 7)

Newest promotional piece just off the press, entitled "Money at the Crossroads," is being mailed by National Broadcasting Co. to advertisers and agencies, the book containing a summary of a report made for the network by Charles Morrow Wilson, well known author and writer on rural subjects.

Wilson opus is an "intimate study of radio's influence upon a great market of 60,000,000 people . . ." Summary also takes into account the views of 41 representative county agricultural agents and includes tabulated listing on "What radio means to the farmer," and "How radio af-

(Continued on Page 7)

CHEVROLET CAR RENEWS LIVE TALENT PROGRAM

The CBS Chevrolet Motor Car program, heard Sunday 6:30-7 p.m., has been renewed for an additional 13 weeks beginning with the broadcast of April 18. Dave Rubinoff is the only artist set, Jan Peerce and Vir-

(Continued on Page 7)

Prall Is Re-Appointed Chairman of the FCC

Washington Bureau of THE RADIO DAILY

Washington—Chairman Anning S. Prall, was re-appointed Chairman of the Federal Communications Commission for one year, by President Franklin D. Roosevelt.

"March of Time" for Servel; Adding More CBS Stations

"Time" and "Life," publications, will discontinue sponsorship of the "March of Time" program on April 8, and with the next program (Friday, April 15), the show will be sponsored by Servel, Inc., makers of mechanical refrigerators. Additional CBS stations will be added.

At the expiration of the 13-week period, "March of Time" will take a short vacation and return to the air again under the "Life" and "Time" banner. Batten, Barton, Durstine & Osborn, Inc., is the agency.

Commercial Radio Invades New Zealand

Auckland, N. Z.—First station in New Zealand to obtain commercial license is 1ZB. Station opened in spite of considerable press opposition. Three more stations are to be authorized shortly at Wellington, Christchurch and Dunedin. Commercial radio apparently is here to stay.

Benny From Chicago

Jack Benny program will be aired from Chicago on March 21. Controversy seems to center around Benny not wanting a huge audience, on one hand, and sponsors seeking a studio larger than the one available at NBC, where the Fleischmann program uses the large 8-H studio at 7:30, making it unavailable at 7 p.m. for another half-hour show.

KXL Changing Hands

Portland, Ore.—H. B. Read, owner and operator of station KXL, yesterday announced the sale of station to T. W. Symons, Spokane, and E. B. Craney, Butte, effective with the renewal of the station's license by the FCC April 11. It is reported that Read's 80 per cent of the stock was sold for $20,000. T. W. Symons will assume active charge of the station.

RADIO DAILY

Vol. 1, No. 22 Thurs., Mar. 11, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Wednesday, Mar. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	178	175⅞	175⅞	— 2⅛
Crosley Radio	25⅛	24¾	24¾	— ¼
Gen. Electric	62	61¼	61¼	— ¼
North American	30½	29¾	29¾	— ⅝
RCA Common	12⅜	11¾	12¼	+ ¼
RCA First Pfd.	79½	77½	79½	+ 1½
RCA $5 Pfd. B.	(100 Bid)			
Stewart Warner	19½	18⅜	19⅛	+ ¾
Zenith Radio	37⅞	37⅛	37⅜	.....

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	.....
Majestic	4½	4½	4½	.....
Nat. Union Radio	2⅞	2¾	2⅞	.....

OVER THE COUNTER

	Bid	Asked
CBS A	57	58¾
CBS B	56½	58¼
Stromberg Carlson	17½	18½

Boran to M.C. for Rotary

Arthur Boran, CBS mimic, will emcee the Annual Rotary Club Convention to be held in Springfield, Mass., on Saturday. Russ Morgan and the band will furnish the musical atmosphere.

4 Sponsors for Ida Allen

Ida Bailey Allen has just acquired a new sponsor for her "Homemakers" program on WHN making a total of four. Sponsor's name is Western Growers Protective Association. The product is Iceberg Lettuce.



March 11
Greetings from Radio Daily
to
Andy Sanella
Ramona

Innovations for Gen'l Mills Program

West Coast Bureau of RADIO DAILY

Los Angeles—Two innovations, a complete portable studio soundproofed and equipped to plug in over telephone connections, and a candid mike, for giving eye witness accounts of current events, will make their radio bow in the new General Mills program which starts a 5-days-a-week series over NBC's Pacific Coast Red net on Monday.

For the first week, the trailer and candid mike will be rolled on to movie sets, a new one each day, describe sets, filming and details from the big movie lots, with special guest interviews.

Monday the trailer will work from 20th Century-Fox lot; Tuesday from Universal; Wednesday from Paramount; Thursday from RKO and Friday from Samuel Goldwyn studio.

Bob Baker, picked after a three day audition, will announce the hour, do the candid mike stuff, and Louise Roberts will act as fashion scout. Program will run 15 minutes, make its appeal to women on the 11:45 to noon period.

Looking On

....AND LISTENING IN

(*Continued from Page* 1)

bit of service in cheering and amusing the public.

Incidentally, the classifying of Public Service Programs in a special two-column box, like the newspaper listing used by WHO, seems a very good idea.

It makes a handy reference—and at the same time impresses the public with the radio station's civic value.

First 2 Programs Set In WBNX "Radio Clinic"

First two programs in WBNX's "Radio Clinic," which starts Sunday at 5:30 p.m., have been set. Initial broadcast is entitled "Blood for Sale," with professional blood donors participating, and the following Sunday a new technique in the cure of blindness will be dramatized.

Since the "Clinic's" original announcement, which brought about considerable criticism, the set-up has been revised with a view to eliminating the features declared to be objectionable. After the storm of comment, WBNX stated that the motives of the series had been misconstrued.

The new program will be under the direction of a bacteriologist and instead of having patients parade before the microphone with their ills, there will be dramatizations by a professional cast. These dramatizations will be records from medical history and are intended to be symbolic of the advances made by medicine in the control and combat of disease. They will be augmented by the appearance, wherever possible, of the actual patients involved in the dramatizations selected for broadcasting.

Nu-Enamel Renews on WHN

Eastern Nu-Enamel Co. has renewed its contract for announcements over WHN, sponsored by both the Nu-Enamel Co. and its dealers. The contract is for a 25-week period. Neff-Rogow, Inc is the agency handling this account.

NBC Station Auditors Convene Here April 26

For the first time in NBC's history all auditors of its owned and operated stations will be brought together in New York on April 26. Purpose of the get-together is to have the personnel meet the New York auditor staff and hold discussions leading toward closer fiscal operations.

Meeting will run for three or four days, and will be in the charge of Alfred H. Morton, manager NBC operated stations department. Production men from the same stations have been brought in recently for conferences with W. S. Rainey NBC director of production, and Thomas Hutchinson, his assistant. They also received talks from heads of the various production divisions such as Ray Kelly of sound effects. Later it is planned to send Rainey and Hutchinson out to visit the various NBC owned and operated stations around the East with Clarence Menser, NBC Chicago production head, covering the Western stations.

KGO, San Francisco Seeks Power Increase

San Francisco—KGO, the NBC-Blue Pacific outlet here, has filed an application with the FCC for a power increase to 50,000 watts. Station is owned by General Electric and now operates on 7,500 watts on 790 kcs. KGO's sister station, KPO, is now operating on 50,000 watts.

Gibbons Leaving Nash

Floyd Gibbons, currently heard on the Nash Speedshow, heard Saturdays from 9-9:30 p.m. over the CBS network, leaves that show after the March 20 broadcast. Grace Moore has already been signed to the program for a series of 15 broadcasts, which will begin on March 20. J. Walter Thompson Co., New York, has the account.

Galbraith Joins Chi. NBC

Chicago—John D. Galbraith, former western manager of John B. Woodward, newspaper reps, has joined the NBC local network sales department.

COMING and GOING

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, is expected back at his desk tomorrow.

A. R. WILLIAMSON, NBC Chicago press head, is in New York for a visit.

PAUL WHITEMAN leads orchestras in Baltimore and Washington on the 16th and 17th before returning to New York.

L. WOLFE GILBERT will spend a few days in Chicago on his way east from Hollywood, and arrives in New York about March 18.

ROY ATWELL, stuttering comedian, is flying to the coast to appear on next Tuesday's Jack Oakie program.

ED HERLIHY, NBC announcer, left for Boston to visit his mother and will return to New York tomorrow.

BENNY FIELDS and BLOSSOM SEELY returned to New York from Florida and are stopping at the Warwick.

DR. SEYMOUR M. SIEGEL, director of the program division of the city-owned station WNYC, sails today on the Lafayette for a ten-day cruise.

A. RALPH LAZRUS, sales manager of Benrus Watches, sails on the Lafayette also.

WALTER WICKER, producer of Today's Children arrived in New York yesterday from Chicago, to visit his wife, Irene, the Singing Lady.

MRS. LOUIS K. SIDNEY, wife of the managing director of WHN, and son, GEORGE, leave Palm Springs today and plane to the coast for three weeks and then return to New York.

Television Film Preview On Don Lee-Mutual Net

West Coast Bureau of RADIO DAILY

Los Angeles—Don Lee-Mutual will air a film preview by television Saturday night when the Metropolitan Water District's production, "Empire of the West," goes out by sight and sound over the combined television transmitter W6X80 and the 10 stations of the Don Lee chain. Picture is in three reels. Don Kinsey, water district director, and other officials will hold special viewing party at D.L.'s receiving plant at the head of Silver Lake, picture starts 8:15, runs 30 minutes.

G. D. Crain, Jr., on Air Via WMCA School Show

G. D. Crain, Jr., publisher of "Advertising Age," will be interviewed on WMCA today at 5:45-6 p.m. by Don Kerr, master of ceremonies on the station's High School Reporter program. Crain will be interviewed on the annual high school and college students essay contest on advertising, essays being limited to 1,000 words or less.



☆ Chatter ☆

DICK BURRIS, program director of KFYR, Bismarck, N. D., has received a big mail response from listeners as a result of his talk against studio audiences. Burris conducts a program called "The Studio Reporter."

John New, WTAR sales manager, is back in Norfolk after a trip to Washington and Baltimore.

Dick Wynne has been pinch-hitting for Ernie Smith on the Sportslite program heard over KYA, San Francisco, and CBS stations. He presents a resume of the outstanding sports events of the day, gleaned from the four corners of the nation.

Frederick Ragsdale, former technician at Seattle's KOL and member of the "Sunrise Express" of that city, has joined the staff of KEHA at Los Angeles.

Bill Gillespie, vice-president and general manager of KTUL, Tulsa, Okla., is on the air each Sunday morning, 8-9, with the Tulsa Tribune Comics. Gillespie formerly did a similar series for WMBD, Peoria, Ill. The narrative of the program is given by Bob Holt of the KTUL staff. A cast of staff artists is used with sound effects in dramatizing the comic sheets.

Henrietta Jordan, formerly pianist at WIL, St. Louis, is now the ivory tickler at the Eastlian, resort near that city.

William H. West, vice-president and general manager of WTMV, East St. Louis, has gone to Florida to join his wife and family for a brief spell. Woody Klose will pinch hit for West. Lester E. Cox, WTMV president, recently returned from a South American trip.

WCCI (Bridgeport) Items: Edith Jolson continues her Thursday night programs despite a recent auto accident . . . The Mariners, who recently made their debut with Don Ferdi's ork, go into a Thursday night spot at 7:45 p.m.; Charley Day, Tony Esposito and George Underhill comprise the trio, with George Hendricks at the piano . . . Frank Foti has returned to the WICC mikes after guest-conductorship triumphs in Hartford.

Southern Pacific Series

West Coast Bureau of THE RADIO DAILY

Los Angeles—To plug its new Daylight Limited between Los Angeles and San Francisco, Southern Pacific, through Lord & Thomas, placing two days of spots on six local stations, using half hour on KFI. Spots invite public to view train, at Expo park.

NEW PROGRAMS—IDEAS

Imaginative Auto Races

A novel broadcast production heard on KYA, San Francisco, is that entitled "San Francisco Motordrome" in which the narrator gives an imaginative description of an automobile racing program. It is broadcast 1:30-2:00 p.m. every Sunday.

The event is handled most ably by Sportcaster Gordon Owens. His word picturization of the auto racing track, the whizzing snorting mechanical demons of speed and their keen-eyed and alert drivers is as realistic as though he were describing an actual race. Owens gives his listeners a thrilling word-picture of the supposed races, bringing to the auditor all the color excitement of a real auto race. The program is sponsored by Warren Boyd, Packard motor car dealer, who stresses his used cars in the radio copy.

"Train Time" Series

Chicago—"Man on the Street' curbstone interviewing program heard on WBBM for last 18 months, has been cancelled to make way for newest type of "human interest" radio program. New show is "Train Time" with John Harrington conducting series of interviews with travelers in concourse of Northwestern terminal here.

Show is to be heard six times weekly with schedule being Tuesday, Thursday and Saturday at 1:00 p.m. CST and Monday, Wednesday and Friday at 4:30 over the local CBS outlet. Harrington will spend several hours daily in the depot selecting persons to be interviewed in broadcast, which is sponsored by Nelson Brothers Storage Company.

17 Easter Broadcasts Being Offered by NBC

Seventeen religious broadcasts, including Easter Sunrise Services and special programs of church music and Easter sermons, will be presented by NBC from Palm Sunday, March 21, through Easter Sunday, March 28, in observance of Holy Week.

Five Sunrise Services, following the rising sun from New York to San Francisco, will be heard over NBC networks on Easter Sunday. These services will be broadcast from Corlears Park, New York; the Municipal Theater, St. Louis; the Grand Canyon, Arizona; Soldiers Field, Chicago, and Mount Davidson, San Francisco.

A series of Holy Week Vespers will be presented Monday through Friday, March 22 to March 26, from 5:45 to 6:00 p.m., EST, over the NBC-Blue Network. With distinguished New York pastors participating, the Vesper services will be presented by NBC in co-operation with the Federal Council of Churches of Christ in America and the City, County and State Federation of Churches.

On Good Friday the fourth annual performance of Brahms "Requiem" will be presented over both the Red and Blue Networks by the National Broadcasting Company. The famous "Requiem" will be performed by the NBC Symphony Orchestra and 80 voices from the St. Thomas' Men and Boys Choir, the Julliard School of Music, and the Aeolian Choir of Trenton, N. J., under the direction of Dr. T. Tertius Noble of St. Thomas' Protestant-Episcopal Church.

A special Norwegian program of sacred music and an Easter sermon, to be broadcast over the NBC-Blue Network and by short wave from NBC station W3XAL at Bound Brook, N. J., to Oslo, Norway, on Easter Sunday will conclude the list of religious programs. In addition to broadcasts of religious nature NBC also will present many other Special Easter programs.

New KYA Transmitter Goes in Action Soon

San Francisco — Construction of KYA's new up-to-the-minute 400-foot transmitter tower and ultra-modern transmitter house in the south section of San Francisco is well under way and will be ready for operation in a short time, according to M. E. (Bob) Roberts, station manager. A complete new RCA 5,000-watt transmitter is being installed by the station.

The transmitting quarters and tower for KYA are being constructed on a high knoll in Bay View Park, on the southern end of the city.

According to KYA's Chief Engineer, Paul Schulz, the top of the gigantic vertical radiating antenna tower will reach an approximate height of 810 feet from sea level. The tower proper will be 450 feet tall. It will sit on a foundation that will be more than five feet tall and the elevation of the knoll on which it will rest is 355 feet above sea level. The foundation for the tower is practically complete. Schulz reports, and soon the steel structure will begin to go up. At the foundation, the tower will be 30 feet square. A flashing beacon will be perched atop the tower when completed and may be seen for miles away.

Schulz points out that from the transmitting headquarters at Bay View Park, one can get a panorama of the whole area that will be serviced by the new and greater KYA. The station's signals will go out undisturbed by obstructions of any kind —such as high buildings, other structures, trees, or hills. KYA's mammoth antenna tower will be over and above all of these, assuring an uninterrupted and true signal at all times.

ANNOUNCERS

YOUNG MEN aspiring to become radio announcers are being given the opportunity of convincing KYA (San Francisco) program directors of their ability during the Micro-Tyros program. Each Monday night a group of amateurs will be brought to the microphone and asked to do certain things that announcers are expected to be able to do. They will be judged by the radio audience. The winner each week will be presented with a prize and his name will be placed on the list of prospects from which will be chosen the next voice to fill a possible opening on the KYA staff.

WILLIAM T. CRAGE is the latest addition to the NBC announcing staff in Chicago.

DICK FISHELL, sports commentator for WMCA, will cover the Inter-Collegiate A.A.A.A. Track Meet at Madison Square Garden on Saturday night.

GORDON MILLS, formerly of KVOE, Santa Ana, has been added to KMPC's announcing staff in Los Angeles.

ARTHUR FELDMAN, former WBZ, Boston, announcer, is now handling special events for the station and reports to John McNamara, WBZ program manager.

Date Extended by FCC On Frequency Monitor

Washington Bureau of THE RADIO DAILY

Washington—The FCC broadcast division has further extended for six months, from March 15, the rule requiring all relay, international, television, facsimile, high frequency and experimental broadcast stations to have in operation by Sept. 15, 1937, a frequency monitor.

Monitor does not have to be approved by the Commission, but must have accuracy of one-half allowed tolerance, of class of station which it is to be used.

James Roosevelt on Air

James Roosevelt, eldest son of the President, delivering the principal address at the Democratic Victory Dinner at Athens, Ga., will be heard on March 19 at 10:30 p.m., EST, over the NBC-Blue network. It will be one of the infrequent public addresses of James Roosevelt, who is also on the President's secretarial staff.

DREAM BOAT WEEK
Beginning March 15th
Don't fail to feature
WHEN MY DREAM BOAT COMES HOME
The Hit of the Year
• • •
MY LITTLE BUCKAROO
Dick Foran's sensational kid-cowboy ballad
M. WITMARK & SONS
RCA Bldg., New York City

Los Angeles

RY KRISP has taken up the Marion Talley and Joseph Koestner option through June, signed new contracts for 13 week options through June 1938. They will be off the air from July through September of this year. Action followed visit here of Elmer G. Marshutz, president Gardner Advertising Agency and Donald Danford, of Ralston Purina, makers of Ry Krisp, both of whom are visiting here from St. Louis.

J. Walter Thompson Co. is moving to a wing in the Guarantee Building, Hollywood and Ivar streets, March 15. Present space needed for offices to relieve overcrowding on NBC lot, pending new building completion. Thompson agency has 26 employes in radio division, occupied two story building in rear of National's plant.

Val and Ernie Stanton, vaude headliners for years, did a bit of comedy on Gilmore Oil's Circus and drew so much comment that they were signed on indefinitely, or "as long as they can stay that funny."

Clarence Muse has signed an exclusive contract with Columbia Phonograph for a series of commercial records of his "song dramas." Royalty, 4 cents a record.

Combining a merchandising plan with a check on the pulling power of the nine stations of the Don Lee Mutual chain on the Coast, Folger Coffee this week is giving $1.15 ladies' hose to every listener who sends 50 cents and a purchase slip for a can of coffee. Will carry stunt four weeks.

Donald W. Thornburgh, CBS vice president in charge on the Coast, and Fox Case, public relations, will be speakers at the Federated Women's Clubs annual radio meeting today, which has been designated as Columbia day.

Field managers will gather in Hollywood for Radio Transcription Co. of America's annual sales convention to be held in July.

American Stove Co., through Richardson - Oswald agency, has signed with KHJ for 39 15-minute easy home decoration narrative broadcasts.

Standard Radio has just completed 28 new sides of sound effect discs, including news broadcast effects, crickets and frogs, horse stuff, foreign crowd effects, and Indian chants made at the Hopi snake dance.

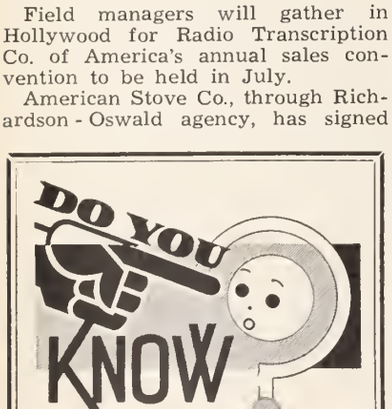
KFVD has taken on a broadcast which it bills as "from the biggest piano in the world"—originating in the California Piano Supply Co.'s offices which are in a huge piano shaped building. Jack Lescoulie carries a portable mike from one piano to another, and pianist plays. Fifteen minutes, daily except Sunday.

KMTR will broadcast "Lost Horizon" premiere from the lobby of the Four Star theater, with Ralph Robertson of Columbia pictures at mike and Salvatore Santaella's orchestra filling in lulls with music.

Standard Oil Co, whose Standard Symphony hour (NBC Pacific Red) was one of the first sponsored symphonies on the air, is trying out possibilities of a second weekly symphonic program to go out on California stations only, using six outlets of California Radio System. Trial concert goes on tomorrow with Alfred Hertz conducting newly formed Central Calif. Symphony orchestra, originating over KMJ, Fresno.

General Mills (Wheaties) will sponsor the Pacific Coast Baseball games starting March 26 over KFAC, which is in its second year of a three-year contract for both local and remote airings from this area.

Strasska's Toothpaste (Glasser agency) has signed for a six-station, 15-minute twice a week program over California Radio System, originating in KEHE. Charley Hamp will sing, interview, chat, etc. Starts Tuesday, March 16.



Reflecting the widening use of radio advertising, increase of time sales in the miscellaneous class of sponsors last year showed an increase of 149 per cent over 1935.

260 Carter Spots for KANS

Wichita, Kas.—KANS, managed by Herb Hollister, recently obtained a contract from Spot Broadcastings for 260 announcements on Carter's Little Liver Pills.

RADIO PERSONALITIES

No. 12 in the Series of Who's Who in the Industry

JULIUS F. SEEBACH, JR. Director of program operations for Station WOR, since June, 1935. Exactly ten years before taking this post, he was one of the WOR announcers, and then served in various capacities until 1928 when he went to CBS as program production manager. Within two years he headed the program department of CBS and subsequently brought into prominence such stars as Bing Crosby, Jack Benny, Fred Allen, Kate Smith, Mills Bros., Stoopnagle & Budd and many others. He put the Philharmonic-Symphony Orchestra of New York on a regular schedule, also the Philadelphia Orchestra under Leopold Stokowski. Was a boy soprano and busted into radio as a concert baritone. A graduate of Bucknell College, his concert plans were upset by the war. He volunteered in the ambulance corps and for twenty months served overseas with the 525th section of the U. S. Army Ambulance Service. In 1918 he received the French Croix de Guerre. His first actual radio experience was as soloist with Station WGBS, New York.



Baritone, Soldier, and Boss of Programs.....

WMAZ, Macon, Ga., Joins the CBS Network

(*Continued from Page* 1)

in June and July, all times EDST. Station operates on 1180 kcs. with 1,000 watts. Network time rate will be $125.

Contract with CBS was made in New York by E. K. Cargill. This makes the 102 station on CBS and the third CBS station in the State of Georgia. WTOC, Savannah, and WGST, Atlanta, are the other stations.

Life Insurance Week Will Use Disk Series

(*Continued from Page* 1)

RCA - Victor transcriptions to be placed on over 120 stations through the local underwriter's unit. Young & Rubicam will handle the white space advertising.

St. Louis—For National Accident & Health Week this year radio will also be used. Three disks have been produced under the title "It Happens Every Day," portraying the numerous forms of minor accidents and illness which are suffered by thousands every day. Program is so constructed that it may be sponsored by a group or by a single agency or company. It is expected that 100 stations will carry the disks, which will be distributed from the Chicago headquarters.

WTAR Starts Earlier

Norfolk—WTAR is opening earlier these mornings, moving the day's start-period from 7 to 6:30 a.m. with the Alarm Clock Parade. Weekly cash prize induced listeners to name the program and from four best weekly winners the foregoing title was selected. Jeff Baker is running it during March, with John C. Morgan slated to do the early rising in April.

Chicago

FIBBER McGEE and Molly will be heard at a new time on their Monday broadcasts over the NBC-red network, beginning April 12, at 8 p.m. CST.

Howard Neumiller of WBBM off to coast for a nine-day vacation.

Judith Waller, NBC director of education, in Tulsa attending the Southwest Music Educator's Conference. Will return on March 15.

Al Williamson, NBC press head here, off to New York for a week to hold pow-wow with Wayne Randall and Vance Babb.

Bill Rosee of the NBC publicity staff now possesses first class Government radio telephone operator's license.

A. J. Forgach, radio operator, replacing LeRoy Moffett of WENR who who goes to the New York engineering department of NBC.

Valdis Ziemelis, engineer of the radio department of the Latvia Government Electrotechnical Factory, a visitor to NBC studios and being shown around by Howard C. Luttgens, central division manager.

Louise Fitch, actress in "Mortimer Gooch," on "must" list of screen scouts judging from numerous tests talent hawks have been requesting.

Frank E. Golder, on temporary staff of Chicago NBC engineering department, now regular member replacing Wilmer E. Ragsdale, who resigned.

New Kraft show for Kraftone product hits WBBM-CBS airwaves for a five-a-week quarter hour period early in April. Agency J. Walter Thompson.

May Move Transmitter

WJSV, Washington, is contemplating the removal of its present transmitter location to another spot it was learned today. Transmitter with a directional antenna is now situated directly opposite the navy's radio station which accounts for the directional antenna being used; signals mixed. Understood New York engineers are now mulling over a new site for the transmitter with no definite decision arrived at as yet.

Biscuit Switch March 28

National Biscuit Co. program, featuring Victor Moore, Helen Broderick and later Buddy Rogers, will change to the CBS network March 28 instead of April 4 as was previously announced. Don Wilson, announcer, will not remain with show. McCann-Erickson, Inc., is the agency.

Sperry Extends on Coast

San Francisco—Sperry Flour Co., a subsidiary of General Mills, Inc., Minneapolis, has extended its program on the CBS Pacific Coast Group for five weeks to April 6. Series is entitled "Sperry Male Chorus Parade" and is heard Tuesdays, 7:45-8 p.m. Westco Advertising Agency, here, has the account.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

SYLVIA PRESS, femme charge d'affaires of WINS Press Dept., celebrates her first anniversary with that outfit March 15....Says she's done everything in radio at one time or 'nother except sound effects....Believes those men who don't like femme commentators are still subconsciously in the grip of "dat ole debbil" tabu, "women belong in the home"....Also believes that the idea is fading a bit....Says women commentators should avoid sounding humorless....And that radio is theirs for the asking, if they'll only stay plastic....Florence Maxwell, "Mrs. Reader," of the N. Y. American program, back next Monday from her two weeks' Florida jaunt....March 13 is when WICC's New Haven officer, Jane Bingley Westerman, leaves on a honeymoon....Best wishes!

▼ ▼

Mrs. Louis K. Sidney, wife of WHN's chief exec, flies New Yorkward in a few days from Palm Springs where she's been companioning son George after his appendectomy....Gracie Fields, England's femme Charlie Chaplin, who's been aired by British Broadcasting, leaves for the West Coast Friday for Twentieth Century-Fox story conferences anent a musical....Ann Lester, Rachel Carley and Sybil Bowman, all air-gals, signed by WHN Artists Bureau....At the Ida Bailey Allen broadcasts the audience brings its knitting....She'll put Hollywood on the air in the shape of favorite star's recipes.....next Monday a Norma Shearer salad, on Friday a tidbit a la Jeanette MacDonald and a Chinese delicacy for Luise (Good Earth) Rainer...Vocal prestidigitator Lowell Thomas' sister Pherbia, who's globe-trotted and knows....to preside on the YMCA March 19 "Wandering Scholars" broadcast....

▼ ▼

Jessica Dragonette succeeds Jane Pickens as the Fashion Academy's choice for radio's best-dressed gal....There'll be a special WABC broadcast March 20 with Emil Alvin Hartman awarding the fashion crown to the dean of radio songbirds....Lydia Scott up and about again, back with Chuck Shiel's Swingopators Sat. afternoons over WFAS....Mary Lawrence of the WFAS Air Theater is the kind lady in the Wayside's "Kind Lady," March 19 and 20....Kay George of Saul Grauman's "Stairatone" flash act, in Boston, being o.o.'d by screen and radio scouts.

MAIN STREET WITH OL' SCOOP'S DAILY

● ● ● Willie and Eugene Howard are rehearsing Billy K. Wells' scripts in preparation for the permanent spot on "Merry-Go-Round" starting after the 21st....Ted Hammerstein's "Music Hall" gets renewed on the 31st for 13 more weeks....M. H. H. Joachim's "Life Rolls On" was auditioned yesterday....Hi Brown auditions a show next week....Ford Frick, former sports announcer and now president of the National League, will do a turn on Showboat May 1 or 8....Jack Adams of J. P. Muller auditions Gabriel Heatter, Thornton Fisher, Daily News Columnist, John Chapman and comic strip "Flash Gordon" for Borden's today....This will be an evening show titled "Final Edition" on NBC-Red which won't conflict with the afternoon show (which is clicking big for the sponsor) called "Special Edition" for women only....Columnist Franklin P. Adams (F. P. A.) is being considered by NBC for a "Woollcott"....Mary Denis returns to Enoch Light as vocalist after a year's absence due to illness.

● ● ● *That canary the organ boys at CBS's Seventh Avenue studio thought was being held captive in the organ loft is merely a sound effects Swiss bird-box Bob Prescott planted....Don Cope was off the Palmolive director job yesterday because of illness and was replaced by Director Ken MacGregor....Songplugger Dave Kent out with teeth trouble....Jack Benny made Raymond Paige the "Keeper of the Bee" before easting-it and tomorrow night Ray will give the "Bee" back to Jack via a special arrangement on the H. Hotel show....Daniel C. Studin, formerly with National Union Radio, has joined Star Radio as v. p.....Johnny Hamp opens at Muehlebach Hotel in Kansas City tomorrow.....Harry Reser at Arcadia on Tuesday.....Dick Ballou entertaining his wife and 3-month daughter, Collette, for Easter....H. Spitzer, general manager of Chappell Music, is trying to keep his birthday party for the wife (she's Madge Smiley of the Scandals) a secret....Eddie Davis is back at Leon & Eddie's.*

● ● ● The song-plugging boys are burned to a crisp because they were referred to as "muggs" in a recent newspaper article....Irene Beasley, Pat Rooney, Mary Small, Rose Marie, Jack Pearl, Phil Spitalny, George Jessel, Rudy Vallee, Lanny Ross, Frank Parker, Jack Benny and many others will attend the Jewish Consumptive Relief dinner at the Astor Sunday....Vallee doesn't attend many benefits, but he'll cancel dates to appear at worthy ones like this....Wythe Williams, foreign newscaster, has his book "Dusk of Empire" released this Friday....Every agent in town is running amuck trying to get Jean Sablon's signature on an "authorization" for pictures after viewing the NBC photos on the third floor....Ray Perkins is working on a series of transcriptions....A. & P.'s milk bread feeds 15-minute transcriptions to Chi's WMAG done by McKnight & Jordon called "Big Bill Baker", a kiddie show, featuring Jimmy Meighan and announced by Kelvin Keech. Spots are experiments for a big show if it clicks.

● ● ● *Radio Row is buzzing about a contemplated "Bank Night" for the airwaves. Reports state that a national figure traveled to D. C. to learn if there were any legal hold-ups....Charles Martin dramatizes the story of Louis Thorvick, who served nine years in prison for an alleged $15,000 robbery, on Saturday nite's ciggie show ....Russ Walker, WHN's W-Telly announcer, will reside in Forest Hills after his marriage next month....Rita Johnson quits the air this week for picture work on the coast.*

GUEST-ING

LUPE VELEZ will be on the Eddie Cantor show next Sunday over CBS at 8:30 p.m. EST. Jimmy Wallington's parents also will continue on the program for more Hollywood sight-seeing.

ROY ATWELL goes to the coast for the March 16 Jack Oakie College show over CBS at 9:30 p.m. EST.

VIRGINIA VERRILL appears with Ed Wynn on March 20 at 8 p.m. over the NBC-Blue network.

NICHOLAS JOY, leading man in the Broadway hit, "Yes, My Darling Daughter," is being interviewed by Nan Martell on the Theater Guide program over WINS at 11:30 this morning.

DR. CYRIL VON BAUMANN, explorer and adventurer, is on today's Little Moments With Big People conducted by Douglas Allan over WINS at 2:12 p.m.

WYTHE WILLIAMS, noted foreign correspondent, world traveler and author will be guest of Frankie Basch, WMCA's Roving Reporter tomorrow, at 3:45 p.m.

CLYDE BARRIE, Negro baritone who rose to radio prominence after winning a place on Major Bowes' Amateur Hour, will be the guest soloist on the "Magazine of the Air" over the CBS network, March 19, at 11-11:30 a.m.

NBC Sales Booklets

NBC sales promotion division issued two pieces yesterday. One was an expensive four-page booklet on Arturo Toscanini signing with NBC for symphonic broadcasts and containing a facsimile of Toscanini's letter of acceptance and David Sarnoff's RCA president, statement to the public. Other piece was a jumbo RCA radiogram telling the trade about the 5,000 to 10,000 wattage increase granted WCKY. Former piece was sent to a large list of educators, civic organizations, and the trade, latter piece only went to the trade.

WEVD Renews Ciggy Account

"Avalon Cigarettes" program over WEVD has been renewed for 15 weeks, effective the coming Friday.

ONE MINUTE INTERVIEW

DEL CASINO

"Knowing how hard it is for a young singer to get the proper vocal education, when the time comes for me to retire and I am fortunate enough to have enough wordly goods to do as I please, I will endow a fund that will give scholarships to those singers who wish to further their voices and education."

COMMENTS
On Current Programs

Al Jolson

Second week with Parkyakarkus occupying the stooge spot opposite Jolson in the Tuesday night Lifebuoy broadcast on CBS was somewhat of an improvement over the previous show. Parky had better material and swung into the picture more effectively from a laugh standpoint. Martha Raye was limited to one song, "Half of Me," which she delivered for its full count. Concentrating on straight vocalizing seems the preferable bet for Miss Raye. Jolson's own bits again were of a mixed nature as far as material was concerned. His opening song number, plucked from his past successes, was pleasurably reminiscent and enjoyable, but his Virginia Judge dramatic sob bit could have been staged better. Jolson himself is all right, but they still haven't given him the right radio setting.

Al Pearce

Andy Iona, writer of "South Sea Island Magic," with his band of Hawaiians constituted the highlight of this week's program by Al Pearce and His Gang over the CBS network. The opening rendition of Hawaiian swing rhythm by Iona was some kind of a war chant, strummed out on the strings in whoop-up style. The number brought an encore. Boys are experts in their line of melody. Remainder of the Pearce program, including the regular standbys, Arlene Harris, Tizzie Lish, Nick Lucas, Eb and Zeb, and Larry Marsh's orchestra, contributed their usual quota of merriment.

Cowboys

Tuners-in who wake up when it still feels like the middle of the night, and turn on their dial, and hear the melodious yodeling of "I'm a Lone Cowboy" or something to that effect, will know that it's either 9 or 8:45 a.m. and the singer is either Tex Fletcher over WOR or Montana Slim over WABC, depending on whether it's Monday or Tuesday or the respective alternate day. Only a cowboy can sing as cheerily as these boys at such early hours. They bring to listeners a bright and optimistic note to launch their day. But that isn't saying this type of a program wouldn't also add sunshine to a spot later in the day.

Shift "Big Sister" Time

Lever Bros. (Rinso) on April 26 will shift the broadcast time of the morning "Big Sister" show to 5:45-6 p.m. for the duration of daylight saving. Will return to the present schedule, 4:45-5 p.m., in the fall. Repeat broadcast remains as is, 2-2:15 p.m. Ruthrauff & Ryan, Inc., has the account.



"CORONET OF THE AIR"

David A. Smart

WOR, Tuesday 8-8:30 p.m., B. B. D. & O., Inc.

LIVELY CROSS-SECTION OF CORONET MAG, WITH SMART QUIPS BY DEEMS TAYLOR PLUS DRAMATIZATIONS AND MUSICAL INTERLUDES.

Out to clinch additional circulation while the business department is handing out the rate card, publisher of Coronet, new pocket sized class mag, hands out a severe test and very definite checkup on WOR's audience, especially that portion that can readily subscribe to a $4 monthly publication; particularly so, taking into consideration that the magazine has been out for several months and most of the willing subscribers in the WOR area have had plenty of opportunity to come through.

Coronet makes an offer of $10 each to listeners who send in a commercial announcement that can be used. Another angle is that those wishing to subscribe can phone the WOR number and announce their intentions.

Program is typically Deems Taylor, plus a radio version of Coronet in part, and a dash of the "March of Time" quality type of dramatization. Thus Taylor as emcee selects articles and stories appearing in the current issue, and the dramatization first heard pertained to making one's self superior to the other guy; in other words, getting the jump on him should he as much as open his mouth. A few symphonic bars by Robert Armbruster ork leads into a dramatized version of a Vienna soldier and his espionage work. Wasn't a bad anecdote, but comparatively long. An expert photographer tied in with the current photos in the mag, and later Taylor worked on the Soldiers' Chorus from "Faust." Mike was brought down to individual musicians, such as the second viola, second flute part, or fourth double bass being heard on their own. Controversy on the "Is Milk Cancer's Ally," article was brought up, and frankly so, with more letters invited to the publisher.

Igor Stravinsky's career was highlighted, and as in other cases, pages in the magazine were mentioned, wherein the article etc., appears.

Program may lean toward the listener somewhat in better circumstances than the average, yet is cleverly handled and presented throughout. It reveals Coronet as an entertaining and enlightening publication. Understood that Mutual stations will be bought upon time clearance.

"TIN PAN ALLEY TROUBADOURS"

Sustaining WJZ-NBC Blue Network, Tuesday, 10-10:30 p.m.

ORIGINAL MUSIC AND SCRIPT BUILT AROUND SONGWRITERS, PLUS A DASH OF ROMANCE.

Eddie East and Ralph Dumke (Sisters of the Skillet) brought their show to NBC and worked on it with Harold Levey, musical director. Cast includes, East and Dumke as the tin pan alley workers, Jean Ellington, as the gal, Harold Levey orchestra, Norsemen quartet and a mixed chorus.

Program is somewhat of an original musical comedy proposition and moves along quite smoothly. To the average urban audience, it is questionable how well the show will take, since the general background is not new in regard to songwriters. However, the vast audience apart from those in the larger cities who may find something new in the trials and tribulations of songwriters, may consider the half-hour period fairly good entertainment, especially at this late evening hour. Much of the continuity pertains to a couple of writers, one of whom finds a "good title" in nearly every chance remark. They get a chance to do a show and work in Florida. One of them has his sweetheart on his neck, one is a yes man and the other sort of a no man. New tunes are worked out and interludes allow for the orchestra to reveal how the new tune sounds when embellished. Also when done by a chorus. Tunes in question weren't bad. Comedy duo did well with the material in hand. Listeners are asked to write their reaction.

"MICROLOGUE"
(Eugen Boissevain)

Sustaining

NBC-Red network, Wednesdays, 4:15 p.m.

TEA-TIME TALK BY COMMENTATOR ON SELECTED TOPICS OF INTEREST TO CLASS LISTENERS.

The line of comment offered by Eugen Boissevain, as well as his style, relegate this program to the drawing-room class of listeners. It's almost strictly intelligentsia stuff. Boissevain, the husband of the poet Edna St. Vincent Millay, discourses with a foreign accent, not without a certain charm. He is of Dutch, French and Irish descent. He impresses as having an alert mind, an interesting perspective on people and affairs, and humor of a sort. The keener minds among radio fans will appreciate him.

AGENCIES

FRANCIS C. SPENCE has joined Brooke, Smith & French, Inc.

RADIO & FILM METHODS, New York have been appointed by the state of New Mexico to handle special promotional work.

GARDNER OSBORN, formerly of Osborne & Souvaine, Inc., radio program company, and for two and one-half years a radio specialist in Hollywood has joined the Lawrence Fertig & Co., Inc., as an executive.

Extension of Time For WPA Broadcasts

The "Radio Almanac," prepared by the WPA Federal Writers' Project and broadcast at 4:30 p.m. five days weekly over WHN under the supervision of the WPA Federal Theater Radio Division, will have an extension of time on the air and will be shifted to a later hour on the station's daily schedule, it is stated at the Writers' Project office. Definite arrangements soon will be announced.

These changes, to be carried out because of numerous requests for a longer "Radio Almanac" program at a more convenient hour, will enable the Federal Writers to present an even more lively series on facts and history of New York.

Scheduled for early broadcast is the story of the "greatest" New Yorker of all times.

Report That Dickstein May Introduce New Bill

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — Much mystery surrounds the future action of Representative Dickstein in piloting his alien actors' bill through the unfriendly House Immigration Committee. One member of the committee told THE RADIO DAILY that Dickstein had advised him that he would introduce a new bill. Such action would undoubtedly lead to a review of the whole matter of banning foreign acting talent from the U. S. The same informant stated that Dickstein feared to bring his bill to a vote in executive session of his own committee.

New Biz at WFIL

Philadelphia—Recent newly signed business at WFIL includes:

Sherwin-Williams (paints), through T. J. Maloney, for 10 weeks of daily participation in Women's Club program.

Spatola Importing Co. (wines), through Harvey-Best & Co., 13 weeks of daily spot announcements.

Regis Clothes, through John Faulkner Arndt, 52 weeks of 18 spot announcements weekly.

Italian Swiss Wine Colony, through Adrian-Bowers, 11 weeks of three spot announcements weekly.

Nevins Drug Co., through Philip Klein, 26 weeks of thrice weekly quarter-hour Transco platters.

FARM SURVEY BY NBC MADE IN 25 STATES

(Continued from Page 1)

fects rural merchandising." In indicating the draw of programs keeping farm youth at home listening-in, programs on other networks are also mentioned by NBC.

Four basic findings, included in the book are:

1. "Rural America is not only being reached to an increasing degree by radio, but it is also being influenced by radio to an even greater extent than is the city;

2. "The favorite programs of rural listeners include many of the same sponsored network programs which rank highest with the industrial and city population;

3. "The radio is bringing the farm closer to the city;

4. "The radio is doing the Number One job of providing the farm with its close, daily contact with authoritative national sources of agricultural information."

Further light on the economic side of the rural scene contributes facts and figures from McGraw-Hill and other sources.

"What radio means to the farmer," takes in the conclusions from an approximate consensus of opinion in the 209 farm houses visited, also account of 41 county agricultural agents. This summary follows:

1. "Radio is the fastest growing medium of farm entertainment at the present time.

2. "On the better type of farm, radio is building for itself a distinctive place in the routine of farm living. It has substantially moved back farm bedtime.

3. "Today, radio has an outstandingly significant place in the problems of farm youth.

4. "The farm appetite for entertainment is pretty uniformly distributed among all age groups.

5. "There is no one best type of farm radio program. Farm interests are broadened to a point where they are genuinely cosmopolitan.

6. "On the other hand, a great many widely known radio programs are definitely limited in rural appeal and merchandising value.

7. "Music is definitely the surest bet in valid radio entertainment for a rural audience.

8. "Creation of successful farm radio entertainment is a field of outstanding challenge."

"How radio affects rural merchandising," a summary of voluntary and verbal testimony offered by 151 farmer-catering storekeepers or store managers in 25 states, is summarized as follows:

1. "Radio is the fastest-growing farm advertising medium. Its scope of farm penetration is definitely on the upgrade.

2. "Radio advertising now provides the most rapid introduction of new products to a farm buying public.

3. "The prize or premium contests, as broadcast by radio and other advertising, now have tremendous rural appeal.

4. "Radio is proving increasingly powerful in selling merchandise through the agency of farm children and farm wives.

5. "Many more products could be advertised to farmers over the radio.

6. "You can sell more to farmers through persuasion than through high-pressure sales talks."

225,000 Requests

Over 225,000 requests were received by Pontiac Motor Co. in response to an offer made three times only on Kathryn Carvens' "News Through a Woman's Eyes," broadcast thrice weekly over the nationwide CBS network. The offer, an automobile polishing cloth, was mentioned during the programs of February 22, 24 and 26, and it was required that postcards or letters in reply be postmarked some time during that week. Program is broadcast Mondays, Wednesdays, and Fridays, 2-2:15 p.m., repeat at 5:30 p.m. McManus, John & Adams, Inc., is the agency.

National Music Week and Radio

WHEN the radio programs for the first week in May are prepared, there may well be some time devoted to an observance of National Music Week.

The dependence of radio upon music is much greater than casual observation would indicate. Recent surveys show that approximately 73 per cent of air-time is devoted to music. It may serve to emphasize the importance of music to radio if one could count the number of pianos and organs per studio. In the three broadcasting network stations in Chicago there are some 35 pianos for only 30 studios.

Nor does the wealth of musical programs and the profusion of musical instrumentalists, soloists and bands on the air complete the picture.

Every minute a station is broadcasting, it must be prepared for an emergency—line failure, studio accident, or any of the innumerable things which would require substituting a program for that which was having difficulties. These dependable stand-bys are almost always pianists or organists.

In view of these facts, radio may well take an active part in observing National Music Week, May 2-9. Unlike other "weeks" it has nothing to sell, stresses no duty, or public service, but seeks only to bring pleasure and recreation to people.

In 1919 the idea had a spontaneous, and almost simultaneous, birth in Boise, Idaho, Dallas, St. Louis, and Sharon, Pa. Two devoted a week to music, the others but a day. By 1924 some 55 cities and towns were holding annual celebrations, mostly in May. That year, 1924, a National Music Week Committee was organized to assist in spreading the idea and help in preparing programs. In 1936 some 3,000 towns held Music Weeks. Music was the subject of sermons in the churches, of business and social club luncheons, and newspaper editorials. Recitals, concerts, piano festivals and musical programs of all kinds were held. Even school children participated.

Music Week runs almost by itself. There is an honorary committee of the governors of most of the 48 states, headed by President Roosevelt, and an imposing number of prominent educators and musicians have lent their name and assistance. Only full time worker is C. M. Tremaine, secretary of the committee.

Radio was once accused of discouraging amateur musicians. Why should one try to play when the best in the world could be had merely by turning a switch? As a matter of fact, the popularization of the radio in 1926 coincided with a slump in piano sales which is significant.

Whereas in 1923 some 323,000 pianos were sold, 55 per cent of them players, by 1929 sales had dropped to 130,000 with only 2 per cent of them players. However, at the Music Trades convention in Chicago last summer, radio was freely credited with assisting not only the piano industry but music generally in recovering from its prolonged slump.

Today, piano companies cannot fill the demands for instruments; sheet music, accordions, and other instruments are selling better than ever before. Even music schools and professional recitals and concerts are reporting renewed interest on the part of the general public in things musical.

Radio can take much of the credit for this. It not only brought the best of musicians into the home and taught people to enjoy opera and classical works who might never have heard them otherwise, but it also offered a new field for the accomplished musician.

The amateur programs stimulated personal playing for another reason, hereditary urge of American people to "do" something themselves, to participate or give self-expression, was challenged by these programs which frequently featured performers of the worst caliber. Encouraged and reassured, the amateur musicians renewed their own personal efforts.

So radio, although it owes a debt of gratitude to music, has returned much and can do more during National Music Week.

New KDYL Accounts

Salt Lake City—Arctic Ice Co. sponsoring the Gladys Swarthout and Frank Chapman program; the new Shell Show, with George Raft, and Hudson Bay Fur's "Fashion Matinee," featuring Utah's own Wally Williams, are among new accounts added by KDYL.

CHEVROLET CAR RENEWS LIVE TALENT PROGRAM

(Continued from Page 1)

ginia Rea not being renewed as yet. The show will emanate from Hollywood commencing with the April 18 broadcast, and during its stay on the west coast will feature a series of prominent guest stars. Shows will resume from New York as soon as Rubinoff fulfills his current motion picture contracts. It may be possible that Peerce and Miss Rea will rejoin the show when it returns East. Phil Rubinoff leaves for Hollywood next week to make the preliminary arrangements. Program is heard over a coast-to-coast net of 88 stations. Campbell-Ewald Co., Inc., Detroit, has the account.

Cycle Trades Starting Network Series April 1

(Continued from Page 1)

network of 40 stations, Thursdays, 7:15-7:30 p.m. No talent has been announced. Association has used spot radio in the past with good results, hence the network series. Account was placed direct. Agency may be appointed later.

Hecker Is Launching Spot Series in April

(Continued from Page 1)

in length from 30-words to one-minute announcements, and will be broadcast three to five times weekly for at least 13 weeks. Erwin, Wasey & Co., Inc., New York, has the account.

Cassell in New Series Sponsored by Warners

West Coast Bureau of RADIO DAILY

Los Angeles—Walter Cassell, brought to the Coast to do the Red Mask in Warner's "Desert Song", will head a new 13-week series of half-hour versions of Warner Bros. musical shows, starting tomorrow, with Warner Bros. as sponsors. Shows will be aired from KFWB's new radio playhouse, with audiences. Leon Leonardi's ork and guest stars will support Cassell.

Mr. Taylor Regrets

Deems Taylor signed for appearances as "living program notes", with two Paul Whiteman concerts, Washington and Baltimore, Tuesday and Wednesday, respectively, next week, suddenly reminded himself that he also signed for 13 weeks with "Coronet On the Air", which is aired Tuesday evenings.

In a wire to Jack Lavin, Whiteman's manager, Taylor yelled to be excused and ironed out. He'll make the Wednesday concert at any case.

The DIAL

NUMBER of schools having programs on the air is well in the plural, according to communications reaching RADIO DAILY since publication of an item in which a New England high school said it was "probably the only one with a regular broadcast."

The Benson Polytechnic School, Portland, Ore., holds some kind of a record, having operated KBPS for 14 years as a non-commercial station, on the air three and a half hours each school day. W. D. Allingham is manager of the station.

WMFJ, Daytona Beach, Fla., where Arnold C. Ewert is program director, has had the Thespian Club of the Seabreeze High School, Daytona Beach, doing a 15-minute broadcast ever Thursday evening for the past five months.

Birtcherd's Dairy again has signed with WTAR, Norfolk, for 13 weeks with Aunt Jane's Safety Club. Show has been running continuously under this sponsorship for over two years and now brags about 6,000 members, who are fed ice cream on their 6,000 birthdays yearly. Also get membership buttons, participations in the programs and told to "Think First." A master at disguise is one of the six thousand kids who can get by with getting two helpings of birthday ice cream from Aunt Jane in a single year.

Alfredo and his merry crew, with Erna and Earl as soloists, will be heard on a new WICC schedule direct from the Schnitzelbank Restaurant in Bridgeport every Wednesday and Friday evening at 7:45 p.m., commencing tomorrow. The program will be presented in the interests of the William Peter Brewing Co. of New Jersey and will feature a quarter hour of Bavarian folk and dance tunes.

Utopia

St. Louis—The half-hour dramatic programs put on by KMOX for Union Electric Light & Power Co. each Sunday at 6:30 are produced without the sponsor injecting ideas or whims. The company just told James D. Shouse, general manager of the station, to provide a high caliber program for it. Title is "The Land We Live In," presenting episodes about St. Louis history, with C. G. Renier and Arthur Casey directing the large dramatic cast. Bradford Simpson supervises the script and Howard Barlow conducts the orchestra.

SELLING THE STATION

. . . Merchandising * Showmanship * Exploitation

Prizes Aid Comics Feature

"Your Funnies and Mine" is gathering impetus over WTAR, Norfolk with the help of one-dollar prizes to the boy and girl writers of the best letters each week. Feature consists of staff announcer reading the comics to the kids from the Norfolk Ledger-Dispatch nightly at six o'clock. If mail continues to build up, feature probably will be offered commercially in April.

New Business Signed By Boston Stations

Boston— New business acquired recently by local and New England stations includes:

Waitt & Bond, Inc., Newark (Blackstone Cigars), 12 participations in Yankee Network Service 6 p.m. newscast, through B. B. D. & O., New York.

I. J. Fox Furriers, 12 ET announcements four times weekly over WNAC.

Sherwin-Williams, Cleveland, 30 participations in Gretchen McMullen Household program on Yankee Net, through T. J. Maloney, Inc., New York.

Lever Bros., Cambridge, Mass. (Spry), 62 announcements over WNAC, through Ruthrauff & Ryan, New York.

Albany Carpet Cleaning Co., New York, 78 announcements, WNAC.

Penn Tobacco Co., Wilkes-Barre, Pa., 144 daily 15-minute programs over WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WNBH, through Ruthrauff & Ryan.

Chevrolet, Detroit, 26 fifteen-minute ET "Musical Moments," through Campbell-Ewald Co., Detroit.

Broadcasting Advertising, Inc., Boston, 104 half-hour programs, "Marjorie Mills Hour," WNAC, WTIC, WEAN, WTAG, WICC, WCSH.

First National Stores, Boston, eight half-hour programs over WNAC, WTIC, WEAN, WICC, WCSH, WFEA, WSAR, WNBH, WLIH, WLNH, WRDO, through Badger & Browning, Inc., Boston.

Gruen Watch Co., Cincinnati, 91 time signals over WNAC, through McCann-Erickson.

Kane Furniture Co., Boston, 78 fifteen - minute programs, WAAB, through Salinger & Publicover, Boston.

Central Shoe Co., St. Louis, 26 fifteen - minute programs, "Magic Island" over WAAB, through Kelley & Stuhlman, Inc., St. Louis.

KWK Promotions

St. Louis—Allan C. Anthony, chief announcer for KWK, has been definitely set as the evening newscaster.

John Conrad, formerly on the announcing staff, has been promoted to director of public relations, embracing news, promotion and publicity.

Ray Dady has left the news commentator ranks to head the station's planning bureau.

Martin Bowin, formerly program director at WHK, Cleveland, is doing a good job with several news spots daily at KWK.

Bob Enoch is observing the fourth anniversary of his rapid ad program. He directs the similar feature at WWVA, Wheeling, W. Va.

Jimmy Burke, chief engineer, is back on the job after recovering from auto injuries.

Wright Esser, feature writer, and Bill Cook, announcer, recently joined the staff.

Circus Animals to Get Radio Psychology Test

NBC news and special events department in cooperation with Dr. Raymond Ditmars, curator of the Bronx Zoo, and Carol D. Stryker, director of the Staten Island Zoo, and Clyde Beatty, the lion trainer, will stage an animal psychology test by radio on the NBC-Red next Wednesday, 7:30-7:45 p.m.

Beatty will be in the NBC studios and will broadcast his orders to the animals over wires to the Hippodrome where the Cole Bros. Clyde Beatty circus is performing. Through four loud speakers located around the iron arena the lions and tigers will hear Beatty's voice.

Scientists are interested in determining whether Beatty's physical presence is necessary before the animals will perform. Dr. Ditmars is acting as NBC's adviser in the broadcast.

Directory Opens N. Y. Office

Seiter, Carver & Livingston Publishers, Inc., of Hollywood, London and Paris, have established a New York office at 425 Fifth Ave. for their new quarterly publication, The International Blue Book, the Who's Who of the Screen, Stage, Radio and Television. It will be off the press about June 1 for exclusive trade consumption. This book is intended as a casting directory. It also contains an index of commentators, cameramen and others.

Howard H. Seiter, president, is a brother of William A. Seiter, Hollywood director. Alexander B. Carver, Treasurer and secretary, is a financier, formerly a member of the New York Stock Exchange, and a director in the Ingersoll-Waterbury Clock Co. John H. Livingston Jr. is advertising executive.

MUSIC:

L. WOLFE GILBERT, head of the coast music publishing firm bearing his name, leaves Hollywood tomorrow for New York for the chief purpose of seeking new song numbers and also to renew old friendships. He will stop off in Chicago for a visit with his representative there, arriving in Gotham about the end of next week.

Abner Silver and Alex Hyde have placed "At a Cuban Cabaret" with Exclusive Publications.

Maestro Isham Jones' composition, "Just to Remind Me of You," is in the hands of Donaldson, Douglas & Gumble.

Andre Kostelanetz and his sixteen instrumentalists will present the musical bone of contention, "The Bee" on the Wednesday, March 17 airing, despite threats from Jack "Hatfield" Benny and Fred "McCoy" Allen. Maestro Benny has declared his intention to attend the broadcast, violin in hand.

Emery Deutsch, celebrated maestro, will play "Play, Fiddle, Play," his own musical brain-child, for Marian Cole on her March 16 program. He'll discourse on his hobby, pipe and old violin string hoarding.

Ernie Cooper, WBAL organist has authored "It's No Sin to Love," which will premiere over WBAL on the El & Ernie program Wednesday. Schapiro-Bernstein are the publishers.

A musical preview of "Shall We Dance" will be offered by Fred Astaire on his March 16 NBC Red Network broadcast. In addition to Francia White, Charles Butterworth, Conrad Thibault, Trudy Wood and the Johnny Green Orchestra, four new Gershwin tunes will adorn the program.

Virginia Verrill and Ed Wynn will sing the blues on the March 20 "Perfect Fool" airing. The musico-comic offers a love aria in swing time from an original burlesque opera called "Romeo Meets Juliet."

Response

Rochester, Minn.—A response of 980 letters was received from Southeastern Minnesota by KROC after a recent half-hour dramatic show entitled "Josh Whitcomb and Four Corners," written and produced by the station's dramatic director, Peter Lyman, and sponsored by the Self Serve Stores, which have a 52-week contract with KROC. The main count, according to Vice-President Gregory Gentling of KROC, is unusual for a half-hour dramatic show on a 100-watt station.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 23 NEW YORK, FRIDAY, MARCH 12, 1937 FIVE CENTS

FCC To Reopen Cases

SHERWIN-WILLIAMS USING 48 STATIONS

Sherwin-Williams Co., Cleveland (Enameloid & Semi-Luster paints), for its annual Spring campaign will use 48 stations including the Yankee network and the "Women's Magazine of the Air" on the NBC-Red Pacific network. Complete schedule follows: On March 15 sponsor takes participations on Gretchen McMullen Household Hour on all Yankee network stations, three days weekly. Beginning April 1, the NBC-Red Pacific, "Women's Magazine of the Air," will be used on Thursdays.

On 30 other stations client is using

(Continued on Page 3)

NBC Chicago Stations Passing Up Baseball

Chicago—The two NBC owned and operated stations here, WMAQ and WENR, will not carry play-by-play baseball broadcasts this Summer, it was announced yesterday. Stations believe that there will be plenty of baseball on the air from other Chicago outlets and that an hour variety show would be welcomed by other listeners not interested in baseball. Both stations will do an hour variety show each afternoon at different times.

Rudy Vallee Booked For Texas Exposition

Dallas — Rudy Vallee's orchestra and entertainers have signed to appear for the Theater Casino of the Greater Texas and Pan American Exposition to be held here this summer. Vallee's contract is for the two weeks beginning July 12. Radio broadcasts will be given from the Casino.

Roberts Turns Actor

Kenneth Roberts, CBS announcer for the Saturday night Phillip Morris program and for the New York Philharmonic broadcast, will play the lead in a new show, produced by Pearson & Baruch, which opens in Washington on March 19 and comes to New York the following week.

Show is called "Hitch Your Wagon."

Announcers' Clinic

An announcers' "clinic" will be held in the Cedar Rapids studios of WMT tomorrow, under the direction of Dr. H. C. Harshbarger of the Department of Speech, University of Iowa, and Doug Grant, program director for WMT. Announcers from the station will audition various types of material and their work will be subjected to the criticism of all. It is planned to make this an annual affair in order to raise the standards of all announcers.

9 CBS ARTISTS SET FOR CHEVROLET DISKS

Nine CBS artists have been set as guest stars for the new series of Chevrolet Motor transcribed series. First set of disks, four in number, will be cut on March 19 with five more being recorded on March 22. Patti Chapin, Gogo DeLys, William Perry, Virginia Verrill, Ray Heatherton, Ruth Carhart, Jerry Cooper, Mary Eastman and Buddy Clark are the singers set to appear with Rubinoff and his orchestra. Henry

(Continued on Page 3)

Anti-Liquor Adv'g Bill Passed by Ark. House

Little Rock, Ark.—The House has passed a bill, 67 to 13, to prohibit liquor advertising by radio, billboard or window display and to relax provisions for calling local option elections.

Special Investigation of Alleged Irregularities Is Ordered by Commission With Payne Heading Probers

Washington Bureau of THE RADIO DAILY

Washington—The FCC has ordered a special investigation of alleged irregularities in cases pending, it was learned yesterday.

The commission is said to have reprimanded an attorney for alleged interpolation of papers in cases. A docket clerk was also transferred to another post after permitting the attorney to file papers in cases in her care. Commissioner George Henry Payne, who recently returned from Florida and who was ill at time said, "The Commission has not gone far enough yet".

Investigation of alleged irregularities will be reopened, Payne said, with himself as chairman and Commissioners Irvin Stewart, FCC vice-chairman, and Thad Brown, participating.

RADIO PROBE HEARING CONTINUES NEXT WEEK

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington — After listening to a tirade by Congressman William P. Connery against alleged monopolistic practices in the radio industry, the House Rules Committee yesterday continued until next week the hearings on Connery's resolution for appointment of a special committee of seven representatives to investigate radio.

A member of the House committee suggested that, if such a probe is necessary, it should be the duty of

(Continued on Page 3)

Murrow Is Appointed CBS European Head

Cesar Saerchinger, since 1930 European director of Columbia Broadcasting System, has resigned to devote his time to literary effort, and will be succeeded about May 1 by Edward R. Murrow, CBS Director of Radio Talks here. Murrow is expected to be in London at the above mentioned date.

Murrow has been President of the National Student Federation and assistant director of the Institute of International Education. He is widely traveled and has arranged student exchanges with foreign countries.

National Music League Starts Series on WOR

As a means of carrying on its experiment to stimulate new interest in fine music into the radio field, the National Music League will conduct a series of 13 weekly half-hour programs over WOR. Series will be titled "Music and You," and initial broadcast was given last night.

Harold Vincent is chairman of the newly formed radio committee of the League.

Musical Show Writers Signed by CBS Bureau

Edwin Gilbert and Alec Fogarty, musical show writing team, have been signed by the CBS artist bu-

(Continued on Page 2)

68% of NBC Sponsored Mail Drawn by Daytime Programs

Of all network sponsored mail received by NBC in 1936, 68 per cent was directed to daytime programs, according to the annual audience mail analysis prepared by the NBC Statistical Department.

Seven of NBC's leading 10 sponsored programs, ranked according to volume of mail received, were daytime features. (The 5,560,671 responses received during 1936 does not include millions of communications sent direct to advertisers), but analysis based on what NBC received further reveals that five Procter & Gamble daytime shows were included in the big mail average, one of the P. & G. shows actually heading the list. With one exception these script shows were five times weekly and the other was three times weekly.

Leading P. & G. show actually totals close to 1,000,000 responses, while the

(Continued on Page 3)

Getting NBC Buildup

Vivian della Chiesa, songstress, and Virginia Clark, comedienne, who have been in Chicago, and Tony Russell, young baritone, are to be given build-ups by NBC.

Guest-ings and sustainings are in view for Miss della Chiesa and Miss Clark. Russell will be heard over the NBC-Blue network 6:35-6:45 p.m.

RADIO DAILY

Vol. 1, No. 23 Fri., Mar. 12, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood. Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Thursday, Mar. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	176 3/8	175 1/2	175 1/2	— 3/8
Crosley Radio	24 1/2	23 1/2	24	— 3/4
Gen. Electric	61	60	60	— 1 1/4
North American	295/8	283/8	283/8	— 1 3/8
RCA Common	12 3/8	11 7/8	12	— 1/4
RCA First Pfd	79 3/8	78 3/4	79	— 1/2
RCA $5 Pfd. B		(100 Bid	120	Asked)
Stewart Warner	19 3/8	18 3/4	18 3/4	— 3/8
Zenith Radio	38 1/2	36 3/4	37	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2	+ 1/4
Majestic	4 3/8	4 1/4	4 1/4	— 1/4
Nat. Union Radio	3	2 3/4	3	+ 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	57 3/8	59 1/2
CBS B	56 7/8	58 5/8
Stromberg Carlson	17	18

Course in Broadcasting

Terre Haute, Ind. — A course in radio broadcasting will be offered at the summer term of Indiana State Teachers College here. Dr. Clarence M. Morgan is in charge of this work.

CBS Financial Report

CBS will issue its 1936 financial statement today along with President William S. Paley's report to the stockholders. Understood that CBS will show a greater net profit this year than in 1935.

Hugh Baillie on Air

Hugh Baillie, president of the United Press, will be heard on the NBC-Blue network next Thursday, 1:30-1:45 p.m. His topic will be "Behind the Headlines." Baillie recently returned from a European tour.

MARTIN BLOCK'S
"MAKE-BELIEVE BALLROOM"
A WNEW FEATURE
1250 Kc.
10 to 11 A.M. - - - 5:30 to 7 P.M.

Ed Sims Claims Versatility Championship

Ed Sims, commercial manager of WMFJ, Daytona Beach, Fla., who also acts as sports announcer, continuity writer, director of publicity and dramatics, commercial announcer and sells plenty of time locally, wants to know why Radio Dailly hasn't rated him the A-1 broadcaster in the Hall of Fame for versatility.

Sims, a veteran of ten years' experience, has worked as specialty announcer, salesman, entertainer, musician, remote studio manager, program director and commercial manager during the past ten years. And, oh yes, he finds time to serve as secretary of the Daytona Beach Moose lodge, to attend civic meetings and regular meetings of the V. F. W. of which he is a member. Incidentally, he is reporter, editor and circulation manager of WMFJ Weekly News.

Last fall he organized and directed the WMFJ team in the Daytona Beach Softball League, piloting the Air Laners into third place against the toughest kind of opposition. On the side, he is coaching his oldest son, Bobby Sims, on how to act and announce.

Did someone say versatile? If so, Sims demands the "cake."

Musical Show Writers Signed by CBS Bureau

(Continued from Page 1)

reau. Albert Snyder handled the negotiations. The signing of the team is part of the new campaign of Lawrence Lowman, vice-president in charge of bureau, to enlarge scope of the artist bureau to the point where it will be able to supply the stage and screen as well as radio with talent.

Mutual Saluting KWK

The Mutual network will air two special programs March 17 when they offer a salute to KWK, St. Louis, on the station's tenth anniversary. The first program will be at 9:30 p.m. and will feature "Jazz Nocturne." Second show goes on at 11:30 p.m. with Kay Kyser's band providing the entertainment. KWK is a Mutual network affiliated station.

Bob Armstrong Laid Up

Cleveland—Bob Armstrong, banjoist and comedian with the Hick Ree Nuts, hillbilly act of WGAR, will be off the air and away from the mikes for a while as a result of serious injuries in an auto accident this week. He is now suffering from paralysis of both legs.

Sat in on F.D.R. Chat

Cleveland—General Manager John F. Patt and chief engineer R. Morris Pierce of WGAR were the only two non-official members of the audience when F.D.R. gave his March 9 Fireside Chat to the nation. Both came away with autographed copies of the talk.

Wilson Opens New Offices

Herbert L. Wilson, consulting engineer of WBNX in New York, has opened additional offices here. The new outlet is in the Melrose Central Building, 260 East 161st St., and will supplement the downtown and Washington offices.

Sears Back on WPG

Atlantic City — Sears-Roebuck through its local branch, has renewed radio activity over WPG, presenting dramatizations on Mondays and Fridays at 12:15 p.m.

Four National Accounts For WDGY, Minneapolis

Minneapolis — Recent national accounts closed by WDGY through its national sales representatives, Wilson-Dalton-Robertson of Chicago, include Colonial Poultry Farms of Kansas City, Women's Christian Temperance Union, The Buckeye Incubator Co. of Springfield, O., and the Townsend Plan of Chicago.

Town Market Furniture Co. celebrated its tenth consecutive year on the air over WDGY this month.

Central Furniture Co. now under contract for six half hours a week on WDGY, increased its contract to include a Sunday afternoon period featuring Slim Jim, the Vagabond Kid and Don.

Mar-Selm Beauty Parlors with Charles Sengir, master of ceremonies, have signed for their seventh year of consecutive advertising over WDGY.

Special Drama Program

A new type of radio dramatization, contrasting songs, music, drama, and comedy of fifty years ago will be contrasted with those of modern times, and titled "It Rings True," is being prepared by Peter Godfrey, English author, dramatist and producer, for presentation Sunday, March 28, from 8 to 9 p.m. EST over the NBC-Blue Network.

Godfrey, founder and director of the Gate Theater in London, is working out an unusual method of presenting his material to develop the theme properly. A large cast of actors, musicians, and soloists will be used in the production.

The dramatization will be Godfrey's first work for American radio as author and director. He recently arrived in New York to become associated with the movie industry as a director.

England Wants Script

Lewis Titterton, NBC manager of the script division, has received requests from two London newspapers asking for the complete script on last Sunday's broadcast, "Appointment at Westminster," which they desire to reprint in full. Broadcast was shortwaved to England in addition to being on the NBC-Blue. Frank Wilson wrote the script.

COMING and GOING

TEDDY "BLUBBER" BERGMAN having completed his first transcription series for the Bigelow-Sanford Carpet Co., leaves March 18, with his wife, musical comedy actress, FINETTE WALKER, for a two-week cruise.

H. V. KALTENBORN, CBS news commentator, is being brought to the Muny Auditorium, San Antonio, March 16 for a lecture.

MARY BOLAND has arrived in New York from Hollywood and is stopping at the Lombardy.

POLLY MORAN is at the Hotel Edison. She will do some radio work while here.

CHARLES E. MEREDITH, eastern district manager for Mertens and Price, Inc., Los Angeles transcription producers, is at the Adelphia Hotel in Philadelphia, while calling upon accounts.

C. E. (Ned) MIDGELY, BBDO network and spot buyer, returned to his Alma Mater yesterday to give a radio talk before the Wharton School of Finance, Philadelphia.

ELI OBERSTEIN, talent manager for RCA-Victor, has returned east after his Texas trip where he made several recordings.

BETTY HARE, sister of Doris Hare, and late of the cast of "Tonight at 8:30", sails for her home in England tomorrow.

GERTRUDE NIESEN, now at the Chez Paree, Chicago, leaves March 18 for the west coast, where she will appear in the March 19 Hollywood Hotel broadcast, in a deal set by CBS artist bureau. She returns to Chi after the broadcast.

JACKIE HELLER returns to New York from London on Monday.

Week's Radio Schedule On Stores' Handbills

Jack Sprat Food Stores, voluntary chain sponsored by Western Grocer Company, aggregating 554 retail stores in Iowa, southern Minnesota, southwestern Wisconsin, western Illinois, northern Missouri and adjoining counties in Nebraska and Kansas, distribute 282,000 handbills each week carrying the current week's program schedules for WHO, Des Moines station of Central Broadcasting Co. The handbill also includes advertising matter for the stores.

Reluctance of lone local daily to handle WHO radio news and schedules is said to be incentive for supplementing cooperation of other Iowa newspapers with handbill tie-up.

Gaffney Wins Award

Maurice Gaffney, CBS director of Trade News division, yesterday was awarded the semi-monthly Grand Prix by Advertising & Selling in its current issue. Award was for his copy work on the CBS advertisement which first appeared in RADIO DAILY, entitled "We Know A Salesman." Prize was a basket of tid-bits.


Leo Says
TONIGHT'S BEST BET:
8:00 to 9:00 P.M.
WHN MOVIE CLUB
Guest Star—Helen Flint
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

RADIO PROBE HEARING CONTINUES NEXT WEEK

(Continued from Page 1)

the FCC to undertake it, as in the case of the telephone company inquiry. Connery replied that a Congressional investigation would obtain better results.

Connery said he is not aiming particularly at the FCC, but at a "monopoly which the FCC did not have the power to control." Chairman John O'Connor of the Rules Committee expressed the opinion that a Congressional probe might well stiffen the FCC.

Congressman Byron B. Harlan of Ohio asked Connery if he did not think such a probe at this time might be too drastic a step until the committee had opportunity to hear a statement by the FCC. Connery said the FCC would have a chance to be heard.

Nine CBS Artists Set For Chevrolet Disks

(Continued from Page 1)

Cox of the CBS Artist Bureau negotiated with the sponsor.

New series is due to begin about April 15, and will be aired over 400 stations.

Safe-Driving Tieup

Rochester—Socony-Vacuum Oil Co., New York, on March 15 will start a safety campaign program on WHAM in cooperation with the local police officials. An unidentified radio patrol car, equipped with two-way radio communication with WHAM's studios, will cruise through the streets Mondays through Fridays and give a description of the driving habits of local motorists which will be re-broadcast to WHAM's listeners from 6:30-6:45 p.m.

During the day the Socony Safety Patrol will cruise the streets looking for the "Safest Driver" who will be the recipient of the daily $10 award. J. Stirling Getchell Inc., New York, has the account.

Allum Made Agency V. P.

Ralph D. Allum has been appointed vice-president of the Blackett, Sample & Hummert advertising agency. Allum will be associated with the agency's New York office.



March 13

Greetings from Radio Daily

to

Hugh Cowham

March 14

to

G. Bennett Larson
Billy Jones
Ernie Hare



● ● ● One of America's most publicized mothers (Milton Berle's Ma) rushed to N. Y. from Hollywood the other day on learning the news of her husband's heart-attack. Mr. Berle's condition has improved and Ma returns to the coast Monday or Tuesday....Has it been printed that Phil Berle married Mona Barrie Feb. 23?....Henny Youngman leaves for the coast and Paramount pictures within three weeks, according to Ted Collins ....Guy Lombardo has been re-signed for 18 months on the Bond bread show....Lud Gluskin, as reported here weeks ago, has been definitely set for the Ken Murray show from the coast....Hollywood Columnist Sidney Skolsky and Ben Bernie are last minute additions to Cantor's airing Sunday which also features Lupe Velez.

● ● ● Lester Lee started out making waffles the other day via Ida Bailey Allen's recipe and, while stirring the mixture, the page turned, which resulted in his having chocolate layer cake again.... The Carroll sisters open tonite at the Merry-Go-Round in Brooklyn for one week and then go to the Arcadia in Philly....Frances is being talked about for pictures....Jerry Cooper does a Rubinoff transcription the 22nd....Clark Andrews' dad was a v. p. of the Chase National Bank, still he went out and made a name for himself....Ann Skelly is being screen-tested by RKO....Shirley Warde goes to the coast on the 1st for J. Walter Thompson.....W H N celebrates their 15th anniversary on Wednesday.

● ● ● Walter Winchell will be heard from 9:30-9:45 starting Sunday with the Shep Fields Rhythm Revue airing coming thru at 9....Mitchell Ayres with men from Little Jack Little's band opens at the Hollywood on Wednesday, replacing Lennie Hayton....Julie Wintze leaves the Top Hat for parts unknown....Author Dale Carnegie heard on Showboat last nite. is talking to three sponsors....Edward Ettinger will be called to the coast in the next ten days to write the Jolson shows....Cliff Arquette, Charlie Butterworth's stooge ("Quiet, Pixie"), just got a movie job and also auditioned for an air show on his own.

● ● ● Procter & Gamble has bought talent from Consolidated Radio Artists totaling $10,000 which they'll present next Saturday in Baltimore's Hipp for their advertising execs....Joey Nash will throw one of his famous orgies before his mother returns from Florida....Last night he waxed an audition at CBS....Oscar Shaw is bragging about the elk he clipped at his estate in Pa.....Leo Reisman returns to the Waldorf the 27th.

● ● ● Permission to imitate George VI has been denied Arthur Boran....A stink bomb was set off by strikers near the location of the Vox Pop airing the other night but there wasn't time to switch mikes and they went on....Jack Benny went to look for Abe Lyman during the B. Lillie show the other night and was refused admittance because he wasn't recognized....Fred Allen presents an Irish show Wednesday with Marten Barren's seven-piece Irish band, Adrian O'Brien and Joseph Potla ....At the rehearsal Wednesday some one complained that the walking across the stage registered a "boom" on the air, to which Fred suggested that everyone take their shoes off and "we'll be the first radio show produced in stocking feet"....Brewster Morgan will direct Mickey Alpert for CBS....

SHERWIN-WILLIAMS USING 48 STATIONS

(Continued from Page 1)

100 one-minute live announcements or participations. List includes WFBR, WBT, WIS, WJAX, WFBC, WHP, WTAR, WFIL, WTPF, WDBJ, WJSV, WGY, WLS, WEBC, WIND, WIRE, WCCO, WADC, WBEN, WGAR, WJR, WJAS, KOA, KMBC, KVOO, KFH, KMOX, KWK, WFAA, WOR.

T. J. Maloney Inc., New York, placed the account.

68% of NBC Mail From Daytime Programs

(Continued from Page 1)

next one in line was over 600,000. The five shows between them garnered nearly 2,000,000 pieces of mail or more than one third of that received at NBC. Offers and contests in virtually every case helped the draw.

NBC analysis bears out the recent Co-Op. Analysis Report statement that the most popular daytime show was a script program.

Optrex Spot Series

E. Fougera & Co., New York (Optrex, an eyewash), about April 1 will start a daytime test campaign of five-minute spots KYW, Philadelphia, three times weekly. There is a possibility that disks produced by Jean Grombach Inc. will go on a five times weekly schedule later.

Optrex has been on the European market for a number of years but this is its first try at the American market. If test campaign clicks program may go network. O'Dea, Sheldon & Co., Inc., New York, placed the account.

Shannon Allen in WPA Post

Washington Bureau of THE RADIO DAILY

Washington—Shannon Allen, given a leave of absence as night manager of NBC's office here, will succeed Leo S. Rosencrans as assistant director of the WPA educational radio project in the U. S. Office of Education.

NBC Signs Al Shayne

Al Shayne, baritone, has been signed by the NBC artist bureau and will be placed on a sustaining on the network. There are two sponsors angling at present for his services. His present contract with the web has a 60-day clause. Shayne has been heard on the Sally's Fur Program over WHN and WMCA.

Foran for Grapenuts Show

West Coast Bureau, RADIO DAILY

Hollywood — Nick Foran, Warner Bros. western star, has been signed for a singing spot in the new Burns and Allen show for Grapenuts.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

The DIAL

RAYMOND TOMPKINS is winning a steadily increasing circle of listeners over WFBR, Baltimore, broadcasting "Light on the News" program for the Consolidated Gas, Electric Light & Power Co. He broadcasts 6:45-7 p.m. Mondays, Wednesdays and Fridays, answering news questions submitted by listeners. Prizes of from $2 to $5 are given for the questions selected. Tompkins, for years one of the leading newspaper men of the city, appeared last year for the May Oil Burner. His program is getting much praise.

KFAB's (Lincoln, Neb.) children's theater program, authored and directed by Katherine Stone, is still a big Saturday morning draw after celebrating its 3rd anniversary. Cast is drawn from school children and the show is a half hour long.

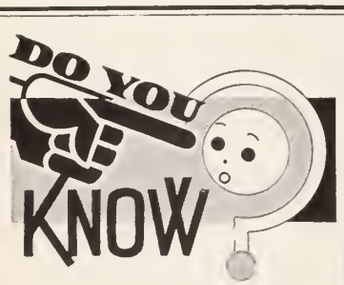
"The First Offender," which has been a Sunday afternoon feature from WELI for the past 24 weeks at 1 o'clock, will in the future be heard at 5:30 p.m., to enable WNBC, New Britain, and WATR, Waterbury, to carry the show. "Charlie Wright Presents," half hour variety show featuring Vera Cruse, Frank Gargiulo, The Bon Bons and The Swingsters, will be rescheduled from 5:30 to 1 p.m.

For 15 minutes on weekdays, Milady is honored over WMBH, Joplin, Mo., with a special program featuring Women in the News and Fashion Chatter, material gathered by the United Press. The program is dramatized as far as fashion goes, with two women alternating in the descriptions of the various costumes. Charles J. McIntire, veteran WMBH announcer, is in charge of the program. A theme song, with a flash opening and close, are the complements. The women announcers are Helen Crouch and Vivien Rue of the WMBH staff.

"Silver Serenade," new series of programs sponsored by Oneida Ltd. on behalf of Tudor Plate Silverware, began yesterday at 9:15 a.m. over WHK, Cleveland.

Former President Herbert Hoover's one-time executive secretary, George Aubrey Hastings, will talk on "Transportation Tomorrow" over WQXR on Monday at 6:30 p.m. On March 18 Norman Thomas speaks over the same station and same time on "Social Legislation and the Constitution."

"Eastchester Progress," Tuckahoe, N. Y., newspaper, is sponsoring two talks being broadcast March 14 and 15 at 6:30 p.m. over WFAS, White Plains. First program will be on the subject of "The Supreme Court and Our Citizens," and the other on "Our Duty at Home and the Importance of It."



Number of licensed radio sets in Norway has increased to 251,171, close to 10 per cent of the population.

Radio and Television PATENTS

Granted March 9, 1937

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,072,897—TONE CONTROL APPARATUS. Henry J. Marschalk, Jr., East Orange, N. J.

2,072,945—AMPLIFIER CIRCUIT. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.

2,072,952—MOUNTING FOR ELECTRICAL DEVICES. Edward H. Jones, Summit, N. J., assignor to Bell Telephone Laboratories Inc.

2,072,953—CASCADED ELECTRON TUBE SYSTEM. Gerard J. Kelley, New York, N. Y., assignor, by mesne assignments, to RCA.

2,072,957—ELECTRON TUBE. James Dwyer McGee, London, England, assignor to Electric & Musical Industries Ltd.

2,072,962—RADIO SYSTEM. Joseph Piebanski, Warsaw, Poland, assignor to Radio Patents Corp.

2,072,964—SELF-CONTROLLED AUTOMATIC GAIN CONTROL CIRCUIT. Walter Van B. Roberts, Princeton, N. J., assignor to RCA.

2,072,973—QUIET AUTOMATIC VOLUME CONTROL SYSTEM. Karl Wilhelm, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,072,993—ELECTRONIC SWITCH. Clayton E. Ulrey, East Orange, N. J., assignor by mesne assignments, to Westinghouse Electric & Manufacturing Co.

2,073,034—RADIO BROADCASTING AND COMMUNICATION SYSTEM. Nimmo C. Thyson, Miami, Fla.

2,073,038—RADIO RECEIVING SYSTEM. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

2,073,078—ELECTRON DISCHARGE DEVICE. Jerom C. Smith, Merchantville, N. J., assignor to RCA.

2,073,117—THERMONIC OSCILLATION GENERATOR. Thomas D. Parkin, Broomfield, near Chelmsford, England, assignor to RCA.

2,073,190—RADIO TUBE REJUVENATION. William Bartlett and Ralph Carpenter, Spencer, W. Va., assignors of one-third to Wm. S. Ryan, Spencer, W. Va.

2,073,234—ELECTRIC AMPLIFIER. Lal C. Verman, Bangalore, India, and Lorenzo A. Richards, Ithaca, N. Y., assignors, by mesne assignments, to RCA.

2,073,336—RADIO GROUND COUNTERPOISE. Judson A. Cook, Haledon, N. J., assignor to Raybestos-Manhattan Inc.

2,073,344—SUPERHETERODYNE RECEIVER. John K. Johnson, Rye, N. Y., assignor to Hazeltine Corp.

2,073,345—SUPERHETERODYNE RECEIVER. John K. Johnson, Rye, N. Y., assignor to Hazeltine Corp.

2,073,370—TELEVISION SYSTEM. Alfred N. Goldsmith, New York, N. Y., and Thaddeus R. Goldsborough, Merchantville, N. J., assignor to RCA.

2,073,409—SIGNALING SYSTEM. John P. Shanklin, Riverhead, N. Y., assignor to RCA.

2,073,417—SELECTIVE CONTROL DEVICE. Richard T. Fox and Vernon L. Hullett, Louisville, Ky.

2,073,453—PHOTOTUBE. Herbert Nelson, Bloomfield, N. J., assignor to RCA.

2,073,454—PENTODE HETERODYNE DETECTOR. Harold O. Peterson and Elmer F. Bond, Riverhead, N. Y., assignors to RCA.

2,073,477—ELECTRIC WAVE AMPLIFICATION. Charles W. Green, Millburn, N. J., assignor, by mesne assignments, to Western Electric Co. Inc.

2,073,482—VACUUM TUBE INSULATOR SHIELD. Peter Kniepen, Finkenkrug, near Berlin, Germany, assignor to Allgemeine Elektricitats Gesellschaft.

2,073,486—DELAYED AUTOMATIC VOLUME CONTROL CIRCUIT. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,073,504—AUTOMATIC TONE CONTROL CIRCUIT. Charles Travis, Philadelphia, Pa., assignor to RCA.

2,073,522—PHOTOELECTRIC TUBE. Kenneth H. Kingdon and Hugh E. Thomson, Schenectady, N. Y., assignors to General Electric Co.

2,073,598—ELECTRON TUBE. Samuel B. Rubenstein, New York.

2,073,599—ELECTRIC DISCHARGE DEVICE. Louis Malter, Camden, N. J., assignor to RCA.

2,073,483—ELECTRON DISCHARGE DEVICE. Heinrich Kniepkamp, Berlin-Pankow, Germany, assignor to Siemens & Halske, A. G.

MUSIC

DUKE ELLINGTON is to succeed Cab Calloway at the Cotton Club on March 21 when the Calloway outfit takes to the road. The spot has a WOR-Mutual wire.

Ted Lewis concludes his run at the Arcadia International House in Philly on March 21, to be followed by Happy Felton. Spot has a WFIL-Mutual wire.

Isaac Stern, 16 year old San Francisco violinist, makes his ether debut with the San Francisco Symphony Orchestra on the orchestra's Silver Jubilee broadcast over the NBC Blue Network, March 19, 5:45 to 6:30 p.m.

Franklyn Roberts and the Men of Song will guest-play on the "Callin' on the Neighbors" program, WCAE, Sunday at 12:15 p.m.

The Princeton University Glee Club offers a program of folk songs, a choral number by Grieg and three choruses from Gilbert & Sullivan operetta "Patience" March 12 7:00-7:15 over the NBC-Blue Network. Conductor is James Giddings.

Barry Wood and his ork have just completed two records for Mills Master Recording, to be released April 1. The vocals are by Barry. Barry will be listed directly above brother, Barney Rapp, in the new Mills catalogue.

The wearing of the green will be commemorated by an international broadcast of a concert in Dublin, featuring the Dublin Metropolitan Garda Ceilidhe Band, Patrick Kirwan, tenor, and Irish radio orchestra, Michael O'Higgins, baritone, and a Gaelic instrumental quartette consisting of harp, violin, flute and cello, over the NBC-Blue from 3:15 to 3:45, Wednesday, March 17.

Richard Crooks and Helen Jepson, both American-trained operatic singers, will have leading roles in the Met opera performance of Faust, Saturday at 1:55 p.m., to be aired over the NBC-Blue Network.

Semi-finalists of the "Metropolitan Opera Auditions of the Air" will appear on the March 14 and 21 programs. Evelyn Case, Maxine Stellman and Robert W. Steel will be heard on the March 14 broadcast; Anna Mary Dickey, Arturo Cheltri and Sylvia Cyde, on the March 21 program. On the final March 28 broadcast, the best of these six, together with the other six who appeared as the first group of semi-finalists, will be awarded Met contracts.

Shep Fields and Ork do a week at the Philly Fox, starting today.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

WHEN Bee Lillie appeared at the Hearns Fashion Show t'other day, she was coming to the aid of the party-throwing Elsa Maxwell....They're buddies from 'way back...."Rich Man's Darling" had a surprise not long ago when a woman who runs a bona fide home for underprivileged tots named "Happy Acres" called on the company ....The kids were thrilled to listen in and thought the ether "Happy Acres" sounded just like home....Gloria Rondell, sultry-voiced song stylist, debuts on the Major Bowes Capitol Family program over WABC come next Thursday.... Rachel Carlay, Gallic songbird of the Lyons toothpaste program, triples in brass....in addition to her radio activity she vocalizes at a glitter-spot and in vodville.

▼ ▼

"March of Time's" early teens ingenue, Nancy Kelly, rehearsing in the Rachel Crothers opus, "Susan and God", with Gertrude Lawrence ....Only femme swing harpist on record has Adele Girard for her moniker.....She'll go guestar on "Jamboree", Tuesday the 16....Little Lucy Gillman, 11-year-old Chi ether star, to be made honorary member of Camp Fire Girls, March 19.... New series dramatizing marriage proposals, another way of gilding the lily, to be introduced over WMCA by Fanny May Baldridge and Newell Davis.....She was Magnolia of "Miracles of Magnolia".

▼ ▼

Myrtle Vail wrote waltz ballad, "I Want You", 20 years ago....Her son, George Damerel, will warble it on one of the week of March 15 "Myrt and Marge" broadcasts....The Ina Claire deal still hanging fire because of script difficulty ....The gal who did that interesting bit of vocalizing t'other night on "Land of Romance" over CRS and KYA, was Dorothy Studebaker of the motor car Studebakers.....Ethel Reid Winser to interview Mrs. Kenneth Horan, literary editor of Chicago Journal of Commerce, who authored "Longest Night", tome purchased by M-G-M, on "Know Your Authors", over W-I-N-D....Still hors de combat—sick abed to you—Dorothy Haas, hardworking WOR-Mutual publicity lass ....Lick that flu, Dot....Ethel Bartlett and Rae Robertson, British two-piano team guesting on the Ford Sunday Eve Hour, March 21, pooled their talents because they didn't want to be separated ....They're for a united front, musically speaking.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 10 of a Series

WESG—Elmira, N. Y.

850 *K.C.*—1000 *Watts*

DALE L. TAYLOR, Mgr. C. GLOVER DeLANEY, Comm. Mgr.
ERNEST F. OLIVER, Program Director

WESG, only four years old, is owned and operated by Cornell University and is used approximately twelve hours a week for strictly educational purposes. The remainder of the broadcasting week is leased to the Elmira Star Gazette. It is the only station that covers ten counties of south-central New York and northern Pennsylvania, more than 7,000 square miles, from within. 389,080 listeners are included in the station's primary coverage. WESG is the only network outlet as well as the only radio station within 60 miles of Elmira, N. Y.

WESG is affiliated with the Columbia Broadcasting System. Its primary and secondary coverage includes 5,381,096 population. 4,172,760 radio listeners and retail sales of almost two million dollars annually. WESG was first christened WEAI way back in 1912, but when the newspaper took over the business management in 1932, it had already assumed its present identification. However, the new bosses erected new studios, and for the first time WESG was destined to go places. Today its list of national advertisers is high among the leaders.

IN January, 1936, WESG cooperated with other stations of the CBS web in making a uniform "Listening Area" measurement. Throughout one week a total of twenty-one daytime announcements were made offering a give-away in the form of a radio game to those writing in to the station, 7,828 requests were received. It was one of the largest responses noted in the entire experiment in which over 100 radio stations had taken part.

THE station's impressive list of sponsors includes such nationally famous names as Cities Service, Tydol and Gulf Oil and Gasoline; Coca-Cola and Orange Crush; Proctor & Gamble and Oxydol Soap Powders; RCA and Philco radios; Ford, Chevrolet, La Salle, Plymouth and Dodge Automobiles; Phillip Morris Cigarettes; the daily farm hour that Cornell University has been presenting for the past seven years.

ITS studios are located in the Mark Twain Hotel, Elmira. Associate studios and transmitter are at Cornell University, Ithaca. Executive headquarters are also in the Mark Twain Hotel.

NEW PROGRAMS—IDEAS

Answering Queries

"Let's Talk," a program in answer to the public's demand for information, is being given over WHK, Cleveland, every Tuesday at 6 p.m.

Warren Guthrie, director of Public Discussion at Western Reserve University, is in charge of the plans for this period of questions and answers. Guthrie reports that from a list of the questions sent to WHK, for this program, real interest is being displayed by the listening public.

As co-ordinator of questions, Guthrie has acquired the services of Dr. Wilbur W. White, lecturer and Mr. Marvin Barloon, authority on labor relations to supply the answers.

Dramas from Classics

A series of dramatic presentations, known as the John Carroll Hour, are to begin tomorrow at 5:30 p.m. over WHK. Programs will present selected players of John Carroll University Dramatic Club in dramatizations of a series of classic stories.

The group will be under the direction of William A. D. Millson, advisor of radio activities at Carroll. First play of the series is titled, "The Necklace," by Guy de Maupassant.

Radio activities of choral and speaking groups in the colleges have prompted Production Manager John Vorpe of WHK-WJAY to outline further plans for presentation of various plays.

Spot Biz Signed by WNEW

WNEW has signed spot announcements contracts with nine firms within the past week. Clients are Atlas Canning Co. Jadwiga Remedies, Inc.; Gardner Nursery Co.; Mi Oun Baking Co.; Kay Rinelli (beauty aids); Scalafani Wines Corp.; People's Credit Department Stores, Inc.; Lord's Women's Stores, Inc. and Bigelow-Sanford Weavers.

Stokowski Resuming

Leopold Stokowski, conductor, returns to the helm of the Philadelphia orchestra broadcasts on March 26, relieving Eugene Ormandy who replaced him when he left for the Coast to engage in motion picture work. The programs go over the CBS network, 10-10:30 p.m.

☆ STATION FLASHES ☆

TOLEDO BROADCASTING CO. has been incorporated with capital of 250 shares of no par value by the interests that own WSPD, Toledo, in order to keep alive the name of the company for future experimental and development work of the broadcasting station here. J. H. Ryan is president of the company. Incorporators are E. Y. Flanigan, Russell Gohring and Laura Jefferies, all associated with WSPD.

WJJD, Chicago, has been polling listeners on their stand regarding President Roosevelt's proposals for the Supreme Court. Announcements made four times daily, asking for a "yes" or "no" reply, brought an overwhelming number of "noes" prior to the President's fireside chat this week.

WHK, Cleveland, on March 21 at 2 p.m. will broadcast "The Upper Room," a Passion Play presented by the Tracomian Players and never before heard over the air in Cleveland.

New Sunday Players Accounts

West Coast Bureau, RADIO DAILY

Los Angeles—New Sunday Players transcription accounts announced by Mertens and Price Inc. are:

Wilkins - Rogers Milling Co. ("Washington Flour"), Washington, D. C., 26 weeks, WJSV, through the Lewis Agency.

Forest Lawn Memorial Park, Los Angeles, 52 weeks, KEHE.

Greenwood Memorial Park, San Diego, 52 weeks, KGB.

Melrose Abbey Mausoleum, Santa Ana, Cal., 52 weeks, KVOE.

Desert Lawn Memorial Park, Yuma, Ariz., 52 weeks, KUMA.

Marconi Addresses Women

Senatore Guglielmo Marconi, addressing the Fourth Annual Chicago Tribune Women's Congress yesterday via short wave from Rome and NBC network, paid tribute to radio as a "fitting tool for bringing the peoples of the world together for improving their mutual relations."

He stressed radio's contribution as a two-way communication facility rather than its one-way broadcasts, as being the more important of the two.

Disk Firm in Ft. Wayne

Fort Wayne, Ind.—Stark Recording Studios opened recently at 616 High St. with facilities for making of electrical transcriptions.

ONE MINUTE INTERVIEW

GLADYS SWARTHOUT

"Don't understudy anybody else. Just concentrate on expressing yourself the best you possibly can —in makeup, clothes, coiffure and personality."

☆ "Quotes" ☆

DONALD WITHYCOMB—"Technically television has arrived. I've seen all the recent demonstrations. The quality of image reproduction is fine, but in its broader aspects, television is still in the experimental stage. There are countless obstacles to overcome before it will replace the radio we know today. The installation of television would mean a complete revolution in broadcasting. New and costly equipment, both sending and receiving, would be an immediate necessity. It required about 18 years for radio to arrive at its present state of perfection. You can count on almost the same for television. So I'm winding up with a bit of prophecy that may bring the experts down on my head . . . Television, 1950."

OSCAR STRAUSS: "American jazz is almost as popular in Vienna now as the waltz. The lighter songs appeal to the people, whereas heavier works do not divert the people from the numerous war scares."

New Biz for WLTH

Coward Shoe Co. has contracted with WLTH for a new series of programs to be known as "The Confidential Adviser" (in Yiddish), starting Monday and continuing for 13 weeks with one 15-minute period each week.

Goodman Matzos also have contracted for time on this station using their transcribed announcements from now until Passover.

Other new accounts recently signed by WLTH include Monarch Wines.

The Coward Shoe contract was placed by Inselbuch Service, New York; the Goodman account through Alsop Recording, New York and Monarch Wines through the Landau Agency, New York.

Oldsmobile Series Ending

Oldsmobile Motor Works, Inc., Detroit, fades from the air after the April 10 broadcast. Program is called "Irvin Cobb and His Paducah Plantation," heard 10:30-11 p.m. over the NBC-Red network.

New Biz for WEEI

Boston—I. J. Fox, furriers, signed a new contract with WEEI for a series of 15-minute broadcasts, 7:30-7:45 p.m. every Friday, this week. A new contract has also been signed with Edison Electric Illuminating Co. for one year of Sunday broadcasts, 1:30-2:00 p.m.

New WWSW Commercial

Pittsburgh — A new commercial over WWSW, piped three times weekly at 5:45 p.m., is the Melody Millionaires, harmony duo formerly with KDKA here and WSYR, Syracuse. Kay's Clothes, local store, is the sponsor.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

APRIL 1: Pacific Acceptance Corp., San Diego, Cal. CP for new station. 1200 kc., 100 watts. Daytime.

APRIL 5: KROY, Sacramento. Cal. Mod. of CP. 1340 kc., 250 watts, 1 Kw., LS. Unlimited.

Aberdeen Broadcast Co., Aberdeen, S. Dk. CP for new frequency and power. 1390 kc., 500 watts, 1 Kw. LS. Unlimited.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts. Unlimited

WSAU, Wausau, Wis. Mod. of CP. 1370 kc., 100 watts. Unlimited.

Dr. W. S. Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 Kw. Unlimited.

APRIL 6: Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts. Daytime.

Times Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts. Daytime.

The Record Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts. Daytime.

WEAU, Eau Claire, Wis. Mod. of CP. 1050 kc., 1 Kw.. Daytime.

Beaumont Broadcasting Ass'n, Beaumont, Tex. CP for new station. 1420 kc., 100 watts. Unlimited.

KGA, Spokane. Mod. of License. 950 kc., 1 Kw., 5 Kw. LS. Unlimited.

APRIL 7: WBCM, Bay City, Mich. Mod. of Lic. 1410 kc., 500 watts, 1 Kw. LS. Unlimited.

KADA, Ada, Okla. Mod. of Lic. 1200 kc., 100 watts. Unlimited.

KFVD, Los Angeles. Mod. of Lic. 990 kc., 1 Kw. Limited.

KDB, Santa Barbara, Cal. Mod. of CP. 1220 kc., 500 watts. Unlimited.

APRIL 8: Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts. Daytime.

WMAS, Springfield, Mass. Mod. of CP. 560 kc., 1 Kw. Unlimited.

Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts. Daytime.

WGBI, Scranton, Pa. Mod. of Lic. 880 kc., 500 watts, 1 Kw. LS. Shares time.

APRIL 12: Schuylkill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts. Daytime.

Pottsville News and Radio Corp., Pottsville, Pa. CP for new station, 580 kc., 250 watts. Daytime.

Fields McCarthy Co., Popular Bluffs, Mo. CP for new station. 1310 kc., 100 watts. Daytime.

APRIL 13: Anne Jay Levine, Palm Springs, Cal. CP for new station. 1200 kc., 100 watts, 250 watts. LS. Unlimited.

Springfield Newspapers, Inc., Springfield, Ohio. CP for new station. 1120 kc., 250 watts. Daytime.

APPLICATIONS RECEIVED

Hearst Radio, Inc., Washington, D. C. CP for booster station. 1310 kc., 250 watts. Daytime.

John Stewart Bryan, Petersburg, Va. CP amended. 1210 kc., 100 watts, 250 watts LS. Unlimited.

Jonas Weiland, Kinston, No. C. License to cover CP as Mod.

KGAR, Tucson, Ariz. Mod. of Lic. 1340 kc., 250 watts. Unlimited.

C. W. Moses, R. W. Workman and J. A. Moses, Hobbs, N. Mex. CP for new station. 1500 kc., 100 watts. Unlimited.

Arlington Radio Service, Inc., Arlington, Va. CP for new station. 1510 kc., 250 watts. Unlimited.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts. Unlimited.

Hickory Broadcasting Co., Hickory, No. Car. CP for new station. 1370 kc., 100 watts. Daytime.

APPLICATIONS DENIED

Voice of Marshall Ass'n, Marshall, Tex. CP for new station. 1500 kc., 100 watts. Specified.

WSBT, South Bend, Ind. CP to make changes in equipment, frequency, power and hours of operation.

WEMP, Milwaukee. CP for changes in equipment, frequency, power and hours of operation.

Wike & Studebaker, Baker, Ore. CP for new station. 1370 kc., 100 watts, 250 watts LS. Unlimited.

Malcolm H. Clark, Amarillo, Tex. CP for new station. 1500 kc., 100 watts. Unlimited.

J. T. Bilben and N. G. Barnard, Walker, Minn. CP for new station. 1310 kc., 100 watts. Unlimited.

H. Wimpy, Albany, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS. Unlimited.

Dr. F. P. Cerniglia, Monroe, La. CP for new station. 1500 kc., 100 watts. Unlimited.

WHAT, Philadelphia. CP for change in equipment, frequency, power and hours of operation.

KUJ, Walla Walla, Wash. CP for change in equipment, power and frequency.

APPLICATIONS GRANTED

KGFI, Corpus Christi, Tex. Mod. of Lic. to move station to Brownsville and an extension of commencement date.

CBS, New York. Extension of auth. to transmit programs to Canadian stations CFRB and CKAC and stations of the Canadian Radio Corp.

General Electric Co., Albany, N. Y. CP for new high freq. station. 31600, 35600, 38600 and 41000 kc., 150 watts.

WMFF, Plattsburg, New York. Mod. of Lic. to operate on unlimited hours.

KIT, Yakima, Wash. CP to install new transmitter, antenna and change to 1250 kc., 250 watts night, 500 watts day. Unlimited.

KMAC, San Antonio. Lic. to cover CP. 1370 kc., 100 watts night, 250 watts, day.

Fayette Broadcasting Corp., Uniontown, Pa. CP for new station. 1420 kc., 250 watts. Daytime.

(*Continued on Page 7*)

GUEST-ING

JESSIE ROYCE LANDIS, Broadway actress, appears on Crosby Gaige's Kitchen Cavalcade on March 15 at 10:45 a.m. over the NBC-Blue.

LOTTE LEHMANN, Metropolitan Opera singer, and ROSS GORMAN, noted saxophonist, are among the guests for the Joe Cook show over the NBC-Red network tomorrow night at 9:30.

CAPTAIN BOB BARTLETT, arctic explorer, will be heard on WHN tomorrow, 1:30-2 p.m., when he speaks at the convention of the Columbia Scholastic Press Ass'n in the Hotel Commodore.

HELEN FLINT, 20th Century-Fox film actress, is being interviewed by Radie Harris over WHN tonight at 8.

EMERY DEUTSCH, conductor, will be the guest of Marion Cole on the "Hitching Your Hobby" program over WMCA on Tuesday, 3:45-4 p.m.

RAYMOND C. SCHINDLER, head of the Schindler Detective Agency will be interviewed by WMCA's Roving Reporter Frankie Basch on Sunday, 7:45 p.m.

CLYDE PANGBORN will guestar on the Philip Morris program March 23. Charlie Martin will dramatize interesting incidents culled from Pangborn's barnstorming circus days.

ALINE MacMAHON, stage and screen actress, and WILLIAM LYNN, actor, will be on the Shell Show tomorrow night, 9:30-10:30 over NBC-Red.

LOIS WILSON appears Sunday on Winx's "Variety" show via WOR.

ARTHUR BORAN appears on the 9 o'clock revue Sunday over WOR.

Named Merchandising Head

Cleveland — Albert Shambarger, formerly clerical assistant to C. A. McLaughlin, sales manager for WHK-WJAY, is now merchandise director. His duties comprise, in addition to arranging charts and checking various new products with radio advertising possibilities, the compilation of detail work in connection with groundwork plans for expansion of United Broadcasting Co. The plans are being directed by H. K. Carpenter, executive vice-president of UBC.

New York Talent for WHK

Cleveland—Tony Senna and Mary Clifford open Monday at WHK as the first in a series of programs designed by John Vorpe, production head of United Broadcasting Co., to bring New York talent to the local studios.

Gilbert & Sullivan Series

Maurice Barrett of the WHN production department is readying a series of Gilbert & Sullivan opera programs.

☆ Chatter ☆

LOIS LA CHANCE, young Chicago singer who has been starred on the WGN (Chicago) show, "The Fireside Theater," will make her coast-to-coast network debut over the Mutual system Tuesday night on the "Listen to This" show at 7:30 o'clock (CST). Miss LaChance first crashed the limelight singing in a Chicago supper club and is now much sought after in radio. Kay St. Germaine and Jack Brooks will be co-starred with Miss LaChance and Lou Diamond's orchestra. The dramatic portion of the show will be handled by the "Hayloft Dramatic Society" of the Burlington Liars Club, featuring the "Lies of the week."

Wade Lane, known to radio audiences as "Strolling Tom," and featured with the original "Little Church of Hollywood," is recording a "Wade Lane's Home Folks" series of familiar tunes and homespun philosophy for Mertens and Price, Inc., Los Angeles. Irving A. Steïnel, composer and conductor, supplies the organ background. Recordings, Inc., Hollywood, does the cutting.

Howard W. Davis, KMAC, San Antonio, decided that 15,000 records was too many for any one station to have on file, so he devised a novel contest to give away 5,000 records on the Nevlo-Starkist Derby, sponsored by Nevlo, For Nerves, and Starkist Flotation Tooth Paste. Samples of the records to be given are run from 3 to 4 p.m. each Sunday. On the sample program the records represent a cross section of all tunes, the latest popular numbers, classics, ballads, novelty numbers, and many of them are records which are now out of pressing and represent tunes which cannot be replaced at any price. Listeners receive one record for each carton of Nevlo or Starkist brought to the studios of KMAC.

John Urquhart, production manager of KDKA, Pittsburgh, recently addressed members of the Youngstown Advertising Club on "How to Prepare for a Radio Career."

P. B. Mennella, formerly of Brooklyn, has joined KABC, San Antonio, as radio advertising sales representative.

Attending a studio breakfast tendered this week at WHO, Des Moines, to Gene and Glenn in celebration of first anniversary of the Corn Belt Wireless, were Gene Carroll, Glenn Howell, Warren Wade, Hale Bondurant, Ernie Sanders, J. O. Maland, O. E. Moe and Don Kerr. A broadcast preceded the breakfast.

Russ Hodges will broadcast the series of sectional basketball games to be held tomorrow at Michigan City, Ind., with airing via WIND, Chicago, 2-4:15 p.m. and 8-9:15 p.m.

Charles LaTorre, who bats equally well on stage, screen and radio, appeared on the Billy and Betty program over the NBC-Red net at 6:45 last night, and will be on this evening's Irene Rich program at 8 o'clock over the NBC-Blue net.

Ellis VanderPyl, WGAR commercial manager and sportscaster, is away from the Cleveland station for the balance of the week due to the death of his mother, Mrs. Mary VanderPyl. Word also was received in Cleveland this week of the death of the husband of the WGAR hostess, Rebecca Lush, a sergeant in the U. S. Air Service attached to the Langley (Va.) Field. He was killed when his motorcar overturned.

Bob Mitchell, engineer at the Cedar Rapids studios of WMT, Cedar Rapids-Waterloo, is back on the job again after two weeks in a local hospital with the flu. Mitchell was added to the staff recently to take charge of remotes and was formerly with WSUI at Iowa City.



ED FITZGERALD

Sustaining
WOR, daily, 8:45-9 a.m.
(Program goes under Bamberger Store sponsorship starting March 15, Mondays through Saturdays, 9 a.m.)

PLEASING COMBINATION OF LIGHT HUMOR AND CHATTER WITH MUSICAL INTERPOLATIONS.

Having taken a brief recess after a long run of variety programs, Ed Fitzgerald returns with a new series in which he chats about current items and listeners' mail, throws in a touch of comedy and a bit of philosophy, with occasional time out for musical numbers. It makes a generally enjoyable affair that is well-suited for a morning spot.

This week's programs are on at 8:45 a.m., but starting Monday they will start at 9 o'clock as a daily except Sunday feature, sponsored by the Bamberger store.

DORIS HARE

Sustaining
NBC-Red Network, Wednesdays, 7:15-7:30 p.m.

TALENTED BRITISH SINGING COMEDIENNE OFFERS DELIGHTFUL PROGRAM.

An actress and a singer combined, with engaging British characteristics, Doris Hare is a welcome newcomer to the American airwaves. Her stage record is quite distinguished and she also has been broadcasting in England and South Africa since 1927. All of which was reflected in the good performance she brought to the mike here on her opening program of this series. She sang a trio of special songs and did some character sketching, sprinkled with music here and there. Authoring of Miss Hare's material is mostly by herself and by her sister, Betty, also an actress, who has been appearing on Broadway with Noel Coward.

F. C. C. ACTIVITIES

(*Continued from Page 6*)

EXAMINER'S RECOMMENDATIONS

Central States Broadcasting Co., Council Bluffs, Iowa. CP for new station. 1500 kc., 100 watts, unlimited, be granted.

KGDM, Stockton, Cal. Mod. of Lic. to change power and hours of operation be denied.

Glenn Van Auken, Indianapolis. CP for new station. 1050 kc., 1 Kw., daytime, be granted.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited, remanded to docket for further hearing.

HEARINGS HELD

The following applications for new stations were heard during the week: Petersburg Newspaper Corp., Petersburg, Va. 1210 kc., 100 watts night, 250 watts day; Carolinas Radio, Inc., Charlotte, N. C. 880 kc., 500 watts night, 1 Kw. day; W. Va. Newspaper Publishing Co., Clarksburg, W. Va. 1250 kc., 1 Kw. daytime; Radiotel Corp., San Diego, Cal. 920 kc., 500 watts; Provo Broadcast Co., Provo, Utah. 1210 kc., 100 watts; Amarillo Broadcasting Co., Amarillo, Tex. 1500 kc., 100 watts; John W. Haigis, Greenfield, Mass. 1210 kc., 250 watts, day; J. K. Patrick & Co., Athens, Ga. 1310 kc., 100 watts night, 250 watts day; George H. Payne, San Jose, Cal. 1440 kc., 500 watts; Howard A. Miller, Galesburg, Ill. 1500 kc., 100 watts daytime; John D. Fields, Inc., Las Vegas, Nev. 1370 kc., 100 watts; World Publishing Co., Tulsa, Okla. 940 kc., 1 Kw. night, 5 Kw. day; Skagit Broadcasting Ass'n, Bellingham, Wash. 1200 kc., 100 watts night, 250 watts day; Voice of Detroit, Inc., Detroit, Mich. 1120 kc., 500 watts night, 1 Kw. day.

NBC Host to Biz Women

Opportunities for business women in the radio field will be studied at first hand when Janet MacRorie, editor of the NBC continuity acceptance department, acts as hostess on Tuesday to a group of visitors participating in the activities of Business Women's Week, being held under the auspices of the New York League of Business and Professional Women.

Miss MacRorie, in addition to addressing the visitors, will have them witness a broadcast of the bi-weekly NBC feature, "It's a Woman's World," a program prepared by a woman, Claudine MacDonald, and projected by women. The group will also be introduced to Margaret Cuthbert, director of NBC women's activities, who last year was named by the league as one of 24 women of achievement.

★ ★ ★ ★
EVERYBODY
WHO IS
ANYBODY
IN
RADIO
IS
READING
RADIO DAILY
EVERY DAY
★ ★ ★ ★

Equipment

New Loading Coil

Philadelphia—Philco Radio & Television Corp. is introducing a loading coil for the elimination of the effects of a number of powerful broadcasting stations being received simultaneously by a receiving set. The coil cannot be used indiscriminately in sets, however. When connected across the transmission-line terminals on the back of the radio chassis, the coil will reduce sensitivity on the broadcast band. But when the competition of the two or more local stations is particularly objectionable, sacrifice of a certain amount of sensitivity in order to insure clear reception is advisable.

Philco Service Manual

Philadelphia — A valuable aid for radio servicemen, John F. Rider's 160-page volume, "Aligning Philco Receivers," has been placed on the market by Philco Radio & Television Corp. for distribution among the 25,000 members of the Radio Manufacturers Service organization.

Elec. League Chairman

Indianapolis—Roy L. Brown, manager of Westinghouse Electric Supply Co., was recently elected chairman of the wholesaler's division of the Electric League of Indianapolis. Adolf Wagner of Wagner Radio Co. was elected vice-chairman.

Transmitter Dedication

Boston—The new WEEI transmitter will be formally dedicated on April 3, according to the assistant manager of the station, Louis Whitcomb. The transmitter, located in Medford, is the last word in modern radio construction. A half hour dedicatory program emphasizing progress and especially the advance made in radio is being planned.

Opens Service Business

Pittsfield, Mass.—Thomas R. Humphrey, formerly with Graves Radio Service of this city and the radio testing department of United American Bosch Corp. of Springfield, has opened a radio service business here. Humphrey is owner and operator of a 500-watt short wave amateur transmitting station and holds a commercial radio-telephone operator's license.

Shows Test Equipment

Fairhaven, Mass.—Ray Perron gave a talk and demonstration of test equipment used by the radio service industry at a meeting of the Radio Technicians Guild here. Perron is associated with the Clough Brengle Co.

RADIO PERSONALITIES

No. 13 in the Series of Who's Who in the Industry

ALFRED H. MORTON. Manager of the Department of Managed and Operated Stations of NBC. A pioneer figure in broadcasting, who began his business career with the General Electric Co., in 1919, shortly after he resigned a captain's commission in the U. S. Army. Holder of a Bachelor of Science degree at the University of Illinois and a Master of Science degree at Columbia University. In 1921 he became associated with RCA, going to Washington as manager of the local offices and while there supervised construction of Station WRC, first outlet built and owned by RCA. Two years later he was transferred to New York as head of commercial department of RCA Communications, and kept an eye on the operations of WJZ. In 1929 he was made European manager of RCA, with headquarters in Paris. Sold a 50,000-watt RCA station to the Italian Broadcasting Co., and supervised its construction near Milan. NBC took Morton in 1934 and made him business manager of the program department. Early in December of last year, he succeeded Bill Hedges as manager of the NBC stations.



Taught Paris, Milan, Radio Showmanship ...

Tele-Dial Tuning Control

A new Lafayette Tele-Dial receiver, with 17 station control buttons arranged around the periphery of an 8½" dial, is now being distributed by Wholesale Radio Service Co. The receiver is tuned the same as dialing a number on the telephone. For additional flexibility, a conventional 5½" pointer-type dial is included for use when Tele-Dial tuning is not desired, as when tuning for short wave stations.

Station Improvement Plans

Chicago—WGES has applied to the FCC to move its transmitter locally and install new equipment.

Kansas City — Installation of new equipment and other improvements are planned by KCMO.

San Francisco—KGO plans to install vertical radiator and new equipment along with increase in power.

Salem, Ore. — Change in antenna, installation of new equipment and increase in power are contemplated by KSLM.

Terre Haute, Ind.—Moving of transmitter site, change in equipment, directional antenna system and increase in power are planned by WBOW.

Berkeley, Cal.—KRE plans to move its transmitter site and studio, along with installing new equipment and increasing power.

San Angelo, Tex.—KGKL contemplates new equipment and increase in power.

Sound-Proof Studio Door

Evanston, Ill. — Irving Hamlin of Evanston Sound Proof Door has patented a new door for radio broadcasting studios. The door is designed for those situations where the user is protected from intruding sounds by two doors instead of one — the arrangement of space being such that entrance to the studio and to the monitor or control room is through a common lobby, the walls and ceiling of which are thoroughly treated in acoustical correction.

Nevin Appoints Agency

The Nevin Drug Stores have appointed the Philip Klein Advertising agency, Philadelphia, to handle its business. A radio campaign is planned.

Viewpoints

American Radio Programs Lead World, Says Reiner

AMERICAN radio programs set a standard which the rest of the world would do well to emulate.

There is no other country in the world that can rate with America when it comes to a comparison of radio fare, and I believe that radio has done more than any other medium to inspire a genuine interest in serious music among the masses.

With radio a state monopoly in Europe, of course, there are no commercial programs, and the Government dictates everything that goes on the air. There is no chance to find out just what the public wants to hear, because there is no competition between the various stations. All of the stations have to live down to their budgets and very seldom do Europeans get a chance to listen to the great artists that are almost nightly features on the American airways. —FRITZ REINER.

"Show Is On" Broadcast

Excerpts from the Broadway musical, "The Show Is On", will be aired over the NBC-Blue net Sunday, 8-8:30 p.m. Beatrice Lillie, Bert Lahr, Reginald Gardner, Gracie Barrie and other celebs from the cast will take part.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 24 NEW YORK, MONDAY, MARCH 15, 1937 FIVE CENTS

Femme Series on 'Lucky'

START WORK IN YEAR ON CBS RADIO CENTER

Plans of Columbia Broadcasting System to erect a complete new broadcast center and network headquarters for its own use, on a site recently acquired at the southeast corner of 59th St. and Park Ave., are rapidly maturing and breaking of ground for the project is expected to take place within a year, it is stated by William S. Paley, president, in the CBS annual report made public Saturday.

CBS also has bought a site for a Hollywood studio and office building which are to be erected soon.

A factual report will shortly be made by CBS on the working of the general policies placed in effect some 20 months ago. These policies have been a success, Paley says, citing particularly the determination to sell time only for advertising of goods and services and refusing to sell it for propaganda, with the single exception of the sale of facilities to a political party during an actual campaign for election.

Making radio an impartial, nonpartisan forum for the discussion of public affairs, rather than seeking to exert editorial sway on the outcome of issues, was one of the great lessons of 1936, says Paley. Rejection of

(Continued on Page 5)

WBS Disk Campaign Started by Schlitz

Schlitz Brewing Co., Milwaukee, has begun a series of WBS quarter-hour transcriptions twice weekly on WHO, Des Moines. Show is entitled "The Schlitz Palm Garden of the Air." Expected that more stations will be added later. McJunkin Advertising Co., Chicago, placed the account.

Cub Announcer

Tulsa, Okla.—KTUL is following the newspaper tradition of having a cub reporter.

Billy Conine, Central High School student, has been employed to work before and after school as cub announcer.

The idea is to have a trained announcer ready in case a regular spieler takes ill or leaves the staff.

CBS on Television

Status of CBS on television, summarized by President William S. Paley in his annual report to stockholders, follows:

"There is much still to be done. At the moment I believe that anything like satisfactory television broadcasting is still well in the distance. Yet sudden achievements in the laboratories could accelerate its coming. We are doing our part to hasten it. We shall soon be in position to tell something of what we are doing."

NBC DISK BUSINESS UP 113% LAST MONTH

February gross revenue booked through the NBC transcription department increased 113 per cent as against the corresponding month last year. This is the largest monthly receipts since the organization of the transcription section. New clients for the Thesaurus are WCOA, Pensacola, and CKPR, Fort William, Ont. Renewals have been received from WOWO, WRJN, and WTAD.

New Buckeye Network Going in Action Soon

Cleveland—The recently announced Buckeye Network begins to look as though it will soon go into action. A wire hookup is established between WHK and WJAY of Cleveland and WHKC, Columbus. WKBN, Youngstown, and WSPD, Toledo, are also

(Continued on Page 5)

Campaign Directed at Woman Clientele Will Have Five Weekly Programs On the Columbia Network

COAST NET TO BUILD UP LAST NIGHT AUDIENCES

West Coast Bureau of RADIO DAILY

Los Angeles — Columbia's Pacific coast network is going out to fight the notion that late night hours are not pay hours. First, it is going to build up an entirely new type of night audience, and when opportunity is ripe, set about selling time that heretofore has been filled in with sustaining dance bands.

Donald W. Thornburgh, CBS vice-pres. in charge on the Coast, has upped the KNX budget to provide for more productions, and given the go ahead to Charles Vanda, program director for the coast, to hop on it and launch major productions and

(Continued on Page 7)

Sinatra, Guest Talent Set for Cycle Series

The Cycle Trades of America program, which premieres April 1 over the NBC-Blue network, will feature Ray Sinatra and his orchestra and a series of guest stars. Frank Parker will be heard on the April 1 broadcast; Ruth Etting, April 8; Fibber McGee & Molly, April 15; Hildegarde, April 22; Jean Ellington and the Revellers Quartet, April 29; Mary

(Continued on Page 5)

American Tobacco Co. (Lucky Strike cigarettes), to reach the feminine radio audience, will start a five-times weekly program, Mondays through Fridays, 12:15-12:30 p.m., on CBS beginning April 5.

Network will eventually extend from coast to coast, but for the first four weeks all CBS stations except the Mountain and Pacific Coast groups will be used. After April 30 the two latter units will be added. Edwin C. Hill will be featured in the series, which will be a news program. It is not definitely decided whether Hill will use spot news or comment on current events. There is a possibility that the quarter-hour will be combination of both.

In addition to reaching the women listeners at home the program will also reach the large Eastern market during the lunch hour. Whether George Washington Hill, president of American Tobacco Co., has any plans to start another contest similar to the Sweepstakes which proved so successful last Fall is not stated. The Sweepstakes it will be remembered broke all records for the number of entries into a radio contest. In one

(Continued on Page 5)

KRMC, Jamestown, N. D. Makes Its Debut on Air

Jamestown, N. D.—KRMC, North Dakota's newest radio station, made its official air debut yesterday at 10 a.m. Owned and operated by the Roberts-McNab Co., the station will broadcast on a frequency of 1310 kilocycles and be on the air continuously from 7 a.m. to 9 p.m. daily. For the present the station will oper-

(Continued on Page 8)

☆ THE WEEK IN RADIO ☆

. . . Congressman Connery Squawks

By M. H. SHAPIRO

CONGRESSMAN William P. Connery unleashed another tirade against radio, mainly the webs, last Thursday, and charged the industry with everything short of kidnapping and rape . . . House Rules Committee, after listening to the charges of alleged monopoly and what have you, voted to continue until this week the hearing on Connery's resolution for appointment of a committee to investigate radio. . . .

The same day, playing into Connery's hands, came an FCC order to reopen certain cases wherein it was alleged, there was a bit of irregularity, as it were . . . One consolation from the Capital, hearings on the Dickstein bill came to an end and the measure is to be considered in executive session some time this week.

February gross billing by the major webs did the usual leap, with NBC showing a 21.4 per cent increase over the same period a year ago, while CBS came thru with an 18.6 jump . . . Mutual, with its first February as a Coast to Coast net revealed

(Continued on Page 2)

Co-op Campaign

Portland, Ore.—MacWilkins & Cole, local advertising agency, will launch a radio campaign next month for the Columbia Empire Industries, Inc., embracing a group of Oregon manufacturing companies who are cooperating in a united air campaign.

The series will be of an institutional nature.

RADIO DAILY

Vol. 1, No. 24 Mon., Mar. 15, 1937 Price, 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserеau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood. Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Saturday, Mar. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	174¼	173⅛	174⅛	+ ¾
Crosley Radio	23⅞	23¾	23¾	....
Gen. Electric	59½	58⅞	59½	— ½
North American	28	27¾	28	+ ¼
RCA Common	12	11¾	11⅞	— ⅛
RCA First Pfd.	78	78	78	+ ⅛
RCA $5 Pfd. B	....	....	....	....
Stewart Warner	20⅝	20	20	+ ¼
Zenith Radio	37	37	37	....
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3	3	3	....

Ford Sunday Program Is Recessing June 27

The Ford Sunday Evening Hour, sponsored by the Ford Motor Co., Detroit, will discontinue for the summer on June 27. Program is heard Sundays 9-10 p.m. over the CBS network. Series will resume Sept. 12.

The same sponsor's other two network shows, Universal Rhythm, heard on the NBC-Blue network Fridays, 9-9:30 p.m., and the Al Pearce show, over the CBS net Tuesdays, 9-9:30 p.m., are now beginning the twelfth week of their current series with no renewal as yet set. However, an announcement will be made when Edsel Ford returns to Detroit March 16. N. W. Ayer & Son has the accounts.

Pick and Pat Renewed

The Pick and Pat show (Dill's tobacco, over CBS) has just been renewed for 26 weeks. The script is authored by Mort Lewis.

September in the Rain

From "Melody for Two"

Is Definitely the Next Big Smash Hit!

REMICK MUSIC CORP.

RCA Bldg. New York City

☆ THE WEEK IN RADIO ☆

. . . Congressman Connery Squawks

(Continued from Page 1)

a 38.2 per cent increase in gross revenue.

Mutual Broadcasting System added 10 more outlets to the chain, mainly in Oklahoma and Texas . . . Northwest is the MBS next territory for expansion . . . Inter-City-Network added a 10th station.

Ralph Wonders, formerly manager of the CBS Artists Bureau, became associated with Rockwell-O'Keefe, Inc., agreement effective today.

Baseball for the listeners will not be lacking, as indicated by the cooperative sponsorship of many games by Socony-Vacuum Oil Co., and General Mills . . . Numerous games in East and Midwest scheduled.

Grace Moore was signed for the Nash Speedshow, starting March 20 . . . Chevrolet increased total number of stations for the E.T. shows to an even 400 and signed nine CBS artists as guests for the recorded series. . . .

Weed & Co., station reps, started a comprehensive survey of the television situation. . . .

Litigation over the late "Good Will Court" program, came to an end when case was dismissed . . . Jurist claimed he owned the title and had sued A. L. Alexander, J. Walter Thompson agency, Chase & Sanborn, et al., for a sum no less than $250,000. . . .

NBC unlimbered a survey of the rural situation, the book entitled "Money at the Crossroads," being distributed to agencies and clients. . . .

Chairman Anning S. Prall of the FCC continued in office for another year by President Roosevelt.

Analysis of the NBC audience mail for 1936 revealed that 68 per cent was drawn by daytime programs . . .Procter & Gamble shows were among five of the first 10, with one P.&G. show leading the pack. . . .

CBS released its annual report pertaining to financial matters with an eye toward Wall street edification, or a buildup, as they might say in show biz . . . Which the web really doesn't need if it's any news to the ticker flees.

Gen'l Baking Starts Announcement Series

General Baking Co., New York (Bond bread) today will begin a series of anouncements three times daily, five days a week, for six weeks, on WAVE, Louisville. On March 29, General Baking will place recordings of "Terry & Ted" on KTUL, Tulsa, Mondays through Fridays, 5:15-5:30 p.m. Spot announcements are also being used on WBZ-WBZA, WJAR, WTAG. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Major Music Catalog Acquired by Chappell

Chappell & Co. Ltd. of London has purchased all European and Australian rights to the catalog of Major Music Inc. for a period of one year. The contract includes "Coronation Waltz," "Words Fail Me," "Fooled," "Go Happy, Go Lucky, Love," "Strangers in the Rain," "Sooner or Later." The deal was set by Henry Spitzer of Chappell & Co. Inc. of New York and Max Prival of Major Music.

WCHS Appoints Rep

Charleston, W. Va.—WCHS has appointed Edward Petry & Co., Inc. as its national representatives, it is announced by John A. Kennedy, president and general manager of Charleston Broadcasting Co., operators of the station.

Stark Opens A.M. Series

The "Early Risers' Club" program, with Bob Carter, is succeeded by "Stark on Observatory Hill" today at 7-7:45 a.m. over WMCA. This program, conducted by Charlie Stark, originated at WIP in Philadelphia.

Gunn Leaves Petry For Transamerican

Terry Gunn, for the yast year a member of the New York sales staff of Edward Petry & Co., has joined the New York office of Transamerican Broadcasting & Television Corp. as account executive.

Gunn, after three years as an account executive at Henri, Hurst & McDonald, was advertising manager of Kroehler Manufacturing Co. and director of publicity for Acme White Lead & Color Works.

He will be permanently located in the New York office of Transamerican after completing a sales promotion and research survey in Chicago, Cincinnati and other midwestern cities.

Merryman Promoted

Philip I. Merryman, for the past 10 years a member of NBC's Washington engineering staff, has been promoted to the NBC station relations department in New York, effective today. He will serve as a station relations representative.

For several years Merryman has served as assistant to A. E. Johnson, engineer in charge of NBC operations in Washington. Successor to Merryman in Washington will be announced this week by O. B. Hanson, NBC chief engineer.



Leo Says

TONIGHT'S BEST BET:

8:00 to 8:30 P. M.

BROADWAY MELODY HOUR

with Col. J. C. Flippen

WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

COMING and GOING

JACKIE HELLER, who returns today from London, where he worked in two British films, made 14 broadcasts over BBC networks and played several stage dates, will spend two days in New York and then visit his home in Pittsburgh before returning to the NBC studios in Chicago.

JACK DRAUGHON, co-owner of WSIX, Nashville, Tenn., has returned to that city after a New York trip.

RICHARD CROOKS, back in New York from his concert tour, will sing in the Voice of Firestone broadcast from Radio City tonight.

DICK FISHELL, WMCA special events director, leaves today for a Florida vacation.

ED KIRBY, of WSM, Nashville, Tenn., has returned home from a trip to Washington and New York in connection with material for the "America's Flag Abroad" program.

LLOYD C. EGNER, NBC manager of transcriptions department, left town yesterday for Chicago for a week's visit. Will be back in New York next week.

A. R. WILLIAMSON, NBC-Chicago press department manager, is back at his desk after a trip to New York.

REIS and DUNN, former CBS harmony duo, were in Philadelphia last week, auditioning for a series of daily shows over WCAU.

RALPH WONDERS arrives today from a motor trip to Florida.

GRACE WONDERS arrived Saturday from a vacation in Atlantic City.

LANNY ROSS and wife return today from a four-day auto trip to Atlantic City.

BILL MORROW and ED BELOIN, Jack Benny's gag men, return to the coast Thursday. They'll wire the scripts to Chicago from where his broadcasts will originate after New York.

THELMA ALPERT returned on Saturday from a southern cruise and is visiting brother Mickey, before returning to Boston.

HERMAN HIPP of Swift & Co. and JOHN FIDDLER of General Electric sailed Saturday aboard the Western World for South America.

JOHN L. CLARK of Transamerican returns to his New York office tomorrow.

CARLO DE ANGELO of Lennen & Mitchell is back at his desk after short siege of grippe.

FLORENCE MAXWELL returns to her WINS activities today after a two-week sojourn at Miami Beach.

AL WILLIAMSON, NBC Chicago press head, back in the Windy City today after several days in New York.

ROBERT TAPLINGER back today from a three-day trip to Chicago on business.

BERNICE JUDIS, manager of WNEW, spent the week-end in Atlantic City.

Sign for WBS Library

New clients subscribing to the WBS library are CKPC, Brantford, Ont.; and KRLC, Lewiston, Ia., which begins service on May 1. World also announces new program additions to its continuity service.

On the Radio—Daily!

Hits from

"Ready, Willing and Able"

TOO MARVELOUS FOR WORDS

JUST A QUIET EVENING

SENTIMENTAL AND MELANCHOLY

Harms, Inc.

RCA Bldg., New York City

AGENCIES

C. P. McDONALD, advertising executive, died last week at Miami Beach, Fla. McDonald was connected with Ruthrauff & Ryan of New York. He had formerly been associated with the Frank Presbrey Advertising agency as vice-president.

HARFORD POWELL, secretary and vice-president of Kimball, Hubbard & Powell, Inc., and Philip C. Kerby, of the NBC promotion staff, will head a copy clinic of the advertising and selling course at the Advertising Club of New York.

HOWARD L. PECK has been appointed radio director of the Hoffman & York Advertising agency, Milwaukee, Wisc.

IRVING R. ALLEN, PAUL JOHNSON and ROBERT HUSSEY, formerly of H. W. Kastor & Sons Advertising Co., Chicago, have joined E. H. Brown Co., Chicago, as account executives.

PHILADELPHIA'S United Campaign for funds to maintain private charities will have high pressure publicists when the drive gets under way in April. P. a.'s include H. A. Batten, Ayer agency prexy Earle A. Buckley, head of the sales-promotion organization which bears his name; Charles R. Bird, general manager of the General Outdoor Advertising Co.; Charles H. Eyles, prez of the Richard A. Foley agency; Al Paul Lefton, prez of the agency which bears his name Philip S. Collins, treasurer of the Curtis Publishing Co.; Benedict Gimbel, Jr., WIP prexy; Thomas D. Richter, publicity director for Philco Radio & Television Corp.; Edmund H. Rogers, exec with Jerome B. Gray agency, and Thedore Schlanger, zone manager of Warner Brothers.

FRED K. BOLLMAN has joined the Hays McFarland & Co. advertising agency, Chicago, as an account executive. Bollman was associated with Blacket-Sample Hummert, Inc. in the past.

STERLING ADVERTISING AGENCY has been named by Rival Shoe Co. to handle its advertising campaign. There will be some radio used in the future.

WSPR Kiddie Show Moves Into Theater

Springfield, Mass. — The one-hour children's program given over WSPR every Saturday morning, sponsored by the Dreikorn Bakeries of Holyoke, has become such a popular feature that the spectators could no longer be accommodated in the station studio. So the program is now presented on the stage of the Arcade Theater, where it is witnessed by hundreds of people for an admission charge of only a bread wrapper. Bread wrappers count also as votes for the most popular children on the program, to whom prizes are awarded. Each week the program salutes a different city or town served by the Dreikorn Bakeries, where interest is stimulated by auditions held with the cooperation of the local grocers.

The program has been on the air since last June.

NEW PROGRAMS—IDEAS

Imaginary Horse Race

Listeners will be invited to round up friends, pick a bookie, and play the races at their firesides in a new type program which will air an imaginary horse race every week over KECA, Los Angeles. Sponsors are Alka Nox (competing with Alka Selzer) who distribute charts giving numbers and names of horses, odds and other information. Announcer will do descriptive of race and at finish pull out slip of paper from hat to pick winner. Don Clark originated idea. Albers Co. is agency. Program starts March 19, runs every Friday night.

New Angle on Job Clinic

Enlisting the aid of Walter Springer, manager of the Rockford office of the Illinois State Employment department, WROK of Rockford, Ill., drafted a slightly new angle into the current "Help Thy Neighbor" broadcast idea by using only men and women who have been registered and supplied by the employment office.

Employer-listeners, noting the tone of sincerity established through the participation of the state employment office in the broadcasts, responded with the result that permanent jobs were obtained for three out of the six persons interviewed on the program.

The employment office, as a result of the response, has pledged itself to supply the talent for future broadcasts.

Kid Amateurs from Store

Devoted to bringing out child talent after it has been privately auditioned, WJBW, New Orleans, has introduced "The Amateur Theater of the Air" with Charles Kaufmann's department store sponsoring. Contract is for a half hour weekly during the next 13 weeks. Kaufmann has constructed a little theater in its store and broadcasts are handled by remote control, the children going in for song, instrumental and dramatic specialties. Air audience is allowed to vote by phone and mail, with the weekly boy winner getting a watch and the girl her choice of a Shirley Temple dress. Children are auditioned in the studio each week, choosing eight to ten children for each program. Announcer J. Louis Reed emsees the program.

Market Month on WROL

Knoxville, Tenn. — Merchants in this trading area are observing a "Market Square Month," using time on WROL with exploitation by participating merchants via placards in their windows. Each evening a special WROL program is dedicated to the merchants, and in addition to popular music one of the merchants is featured on the program with a pep talk.

NBC Will Participate in Music Conferences

NBC will participate in the music festivals of the sectional meetings of the Music Educators National Conference, convening throughout the U. S. during the next five weeks, with special broadcasts and regular NBC music appreciation programs. An NBC exhibit of symphonic and music educational programs will also attend each conference.

Sectional meetings will be the Southwestern Conference, Tulsa, Okla., March 11-13; California-Western Conference, San Francisco, March 22-24; Northwestern Conference, Portland, Ore., March 28-31; North Central Conference, Minneapolis, April 4-9, and Eastern Conference, Buffalo, April 14-16.

NBC exhibits at the convention halls in the various cities will be under the direction of Franklin Dunham, NBC educational director; Judith Waller, central division educational director, and Arthur Garbett, western division educational director. Dr. Dunham will address the conventions in San Francisco, Portland and Buffalo on radio's part in musical education.

Mutual System Sets Coronation Coverage

Mutual announced Saturday that it has completed arrangements for a full coverage of the coronation on May 12. Program will be fed to MBS from the Canadian Broadcasting Corp., who will pick-up the proceedings from the BBC. John Steele, Mutual's European representative, will also be heard in several pre-coronation broadcasts from London via Mutual.

CBS to Cover Eclipse

CBS will send a crew to an isolated spot 225 miles north of Lima, Peru, to broadcast a word-picture of the eclipse on June 8. Broadcast will be in cooperation with Hayden Planetarium. For duration of time which the sun will be dark this will be the longest period in 1,200 years. The next lasting this long will not occur until 3,937. Paul White, CBS director of special events, would not say whether CBS would cover that happening.

This Week Is
DREAM BOAT WEEK
On Everybody's Program
WHEN MY DREAM BOAT COMES HOME
The Hit of the Year!
M. WITMARK & SONS
RCA Bldg., New York City

GUEST-ING

DANA SUESSE, composer-pianiste, will play one of her own compositions during the Radio City Music Hall on the Air program next Sunday, 12:30 p.m., over the NBC-Blue net.

WALTER ABEL, stage and screen star, is the guest of Charlotte Buchwald, the Playgoer, on WMCA tomorrow afternoon, 2-2:15.

PARKS JOHNSON and WALLACE BUTTERWORTH, the Vox Pop Boys, will be on Nick Kenny's "Road to Fame" broadcast at 11:30-12:30 tomorrow night over WMCA.

LILLIAN GISH and a return date for MARY SMALL will highlight the Maxwell House "Show Boat" on Thursday over the NBC-Red network, 9-10 p.m.

HENRY FONDA, WALTER O'KEEFE and EDGAR BERGEN the ventriloquist will be on Rudy Vallee's show Thursday, 8-9 p.m., over the NBC-Red net.

ALICE FAYE joins Roy Atwell as guest on the Jack Oakie Camel program tomorrow night, 9:30 - 10:30 EST, over CBS.

DOROTHY GISH will be presented by Kate Smith on her broadcast March 25. Miss Gish will be heard in a version of "Two Orphans." Program is heard over the CBS net, 8-9 p.m.

REINALD WERRENRATH, Metropolitan Opera singer, will be guest speaker at the Advertising Club luncheon-meeting broadcasting from 1:15 to 2 p.m., Thursday, over WMCA. His topic will be "The Story of American Song."

CLYDE PANGBORN, noted aviator, appears as Charles Martin's "Thrill of the Week" guest March 23 at 8 p.m. over the NBC-Red net.

ETHEL BARTLETT and RAE ROBERTSON, English duo pianists, will be guest soloist on the Ford Sunday Evening Hour, March 21, from 9 to 10 p.m. EST over the CBS network.

ANDY IONA and His Hawaiians play a return engagement with Al Pearce's Gang tomorrow at 9-9:30 p.m. over CBS.

Hal Janis Pinch Hits

Hal Janis is substituting as special events director of WMCA while Dick Fishell vacations in Florida. Fishell left today.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

ANNOUNCERS

RAY ADKINS, formerly WROL, Knoxville, has been added to the announcing staff of WSIX, Nashville.

BOB ELSON, sports commentator for WGN, Chicago, will interview Jimmy Dykes, White Sox manager, and Charlie Grimm, manager of the Cubs. from the west coast this week.

DON DUNPHY, WINS announcer, will cover all angles of the St. Patrick's Day Parade in New York on Wednesday.

TOM STEWART, WSM announcer, Nashville, has been absent from mike duties because of laryngitis and influenza. He is recuperating.

RED BARBER, ace sports announcer of WLW-WSAI, Cincinnati, is in Florida with the Cincinnati Reds gathering material for his annual series of baseball broadcasts.

JOHN K. CHAPEL, WOW (Omaha) announcer, soon will appear in the movies. Along with Sports Editor Ralph Wagner of The Omaha Bee-News and Former Cornhusker Star Harold Hutchinson, Chapel assisted in filming a screen series which will bring to Nebraska film audiences the big Husker football games of 1936.

JOHN W. HARRISON, former professional football player, U. S. Park Ranger, movie and stock player, has joined the announcing staff of KTUL, Tulsa. Harrison has been announcer for KYW, KSTP and KTRH. He was last with the special event department of the Texas Centennial at Dallas.

CHUCK MILLER, new announcer with KFAB-KFOR, Lincoln, won on the five announcer eliminations staged by KFOR to get a man on the street for Wendelin Baking Co. Announcers were given different days before the mike and the decision made by mail response.

GLENN RIGGS, chief announcer at KDKA, Pittsburgh has made another discovery. The "find," scheduled for his radio debut on the Strollers Matinee from KDKA at 1:45 p.m. tomorrow, is Dick Warren, a department store stock boy.

RICHARD FEATHERSTONE GLOYNE, KFAB (Lincoln, Nebr.) announcer who hailed from England shortly after birth and hung onto the accent, is being pushed on the KFAB news listeners from the British angle. Program is titled "Englishman Looks at the News" and is aired in the higher class style. Is catching on.

New WKRC Transmitter Being Dedicated Mar. 27

Cincinnati — WKRC will officially dedicate its new 5000-watt Western Electric transmitter and studios on March 27. Prominent officials including the Mayor Wilson of Cincinnati, City Manager Dykstra, Timothy S. Goodman, WKRC general manager, and governors from three states will partake in the dedication ceremonies.



● ● ● Texaco is the one after "Bingo" (instead of Bank Night) for an air show and have set a price of $3,500 per airing....Mails wouldn't be used, but service stations throughout the country....Aaron Solomon is the attorney checking the legality....Benny Leonard and Lew Tendler are preparing a dramatization of their famous bout at Boyle's 30 Acres in Jersey. Both will participate and give their versions of the fracas....Jack Adams of J. P. Muller is interested...."Final Edition," the show with Heatter, Chapman, Fisher and the comic strip, auditioned for Borden's last week is set, the only hold-up being time-purchase....Nat Brandwynne leaves the Essex House in two weeks and goes to the Pierre. Was booked for the Mark Hopkins in Frisco but cancelled because of the teething-trouble of his vocalist, Maxine Tappen....Hal Gordon gets an NBC sustainer and build-up starting tomorrow....Jimmy Brierly, with Lyn Murray's choir, returns to CBS as a single on sustaining....Andre Kostelanetz and a 37-piece ork have been signed to Brunswick for a series of records called "20 Minutes with Kostelanetz" in which he'll do two rhumbas, two fox-trots and one tango.

● ● ● *St. Patrick's Cathedral Choir is spotted for Kate Smith's Bandwagon during Easter week....Curtis & Allen have "Boy Meets Girl," "Having A Wonderful Time" and "Storm Over Patsy" for the airwaves....Professional Music Men (songpluggers, etc., around the country) hold their annual benefit show at the Alvin on the 11th.... Bobby Hayes returns to the air from the Edison Green Room when Gypsy Lee, his accordionist, recovers from a recent accident....Ed Farley ("Music Goes Round") opens this week in Bloomfield, N. J. ....Lang Thompson goes into the Peabody hotel in Memphis....Ted Black opens the first at the Embassy Club in Atlanta....Charles Boulanger opens at Newark's Robert Trent....Wingy Manone will bring a jam band back from the Chez Paree in New Orleans....Happy Felton is mourning the death of his mother.*

● ● ● What did they do in B.R. (before radio)?....Ralph Wonders was the male half of a dance team....Paul Whiteman was a cabbie just like Abe Lyman....Announcer Ed Herlihy was a railroad conductor.... Lucille Manners and Carol Deis pushed pencils across blank steno pads.... Graham McNamee was a meat salesman, while Major Bowes enjoyed his stable of horses and the real estate business....Agents: Lou Irwin sold stocks, while Arthur and Sam Lyons were clerks in drug stores....Walter Batchelor was manager of a burlesque house and Taps ran amateur shows ....Paul Small was a stooge for Ken Murray....Charlie Allen wasn't as good an actor as he's an agent....Harry Bestry was with the team of Bisset and Bestry, with the former now head of a brassiere firm....George Woods was with his father's act, "Nine Crazy Kids"....Bernie Foyer was a songplugger for Berlin....Jack Bertell managed his dad's dept' store in Brooklyn and Lester Lee wrote songs.

● ● ● *Kate Smith was a nurse, while Ted Collins sold records ....Henny Youngman was a Catskill Mts. social director....Martin Block sold women's underwear and Stan Shaw was a prof. at Duke U.....Ted Husing was a mid-western knife salesman, while Bernice Judis helped her dad get rid of some real estate "peaches"....Voice of Experience was the corner medicine-man, while NBC v.p. Phil Carlin was announcing....CBS's Zack Becker taught school, while Prexy Bill Paley sold cigars....Advertising exec Roy Wilson was a bandleader....Jack Adams ran a concert artists bureau and Harold Frazee was a professional aviator after the war...*

Coming Events

March 15-22: North American Radio Conference, Havana, Cuba.
March 18-20: Hotel Business Promotion Conference, French Lick Springs Hotel, French Lick, Ind.
March 24: Columbia Broadcasting System stockholders' meeting, New York.
March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.
April 6: Radio Corp. of America annual stockholders meeting.
April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.
April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs,
May 2-9: National Music Week; David Sarnoff, chairman.
May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.
May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.
May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.
June 1-10: Radio-television exposition, Moscow.
June 14: American Federation of Musicians annual convention, Louisville, Ky.
June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.
June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.
June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Bowes Show Continues Despite Chrysler Strike

Last minute advices from CBS and the agencies declared that Chrysler Corp., Detroit, has no intentions of cancelling or suspending the Major Bowes Amateur Hour on CBS, due to strikes in the Detroit plants. The starting date of the new Dodge transcription series, not released yet, will be deferred pending the outcome of the strike, it is understood. No spot announcements are now being used by Dodge. For Chrysler cars, Lee Anderson Advertising Co., Detroit, announced that they would use spots in 48 cities in a special Easter Drive March 18-22.

Craig & Hollingbery Open Detroit Office

Craig & Hollingbery, Inc., radio station representatives, announce today the opening of a branch office in Detroit, located at Park and Adams. Fred Hague, account executive in the Chicago office, has been named Detroit manager.

Lou Holtz Engaged

Lou Holtz, radio and stage comedian, has announced his engagement to Phyllis Gilman, model. Holtz is at present in New York preparing a new script for a radio program while Miss Gilman is enroute to Hollywood to fulfill movie obligations.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

ROSALIND GREEN, the "Hour of Charm" femme commentator with the strained-honey voice, auditioned for five shows last week....One has defintely clicked ....She hasn't heard about the others yet....Mary Small, who just scored at the Boston RKO, goes to the Chi Palace on the 25th....Her M.C. on a new commercial (she's audtioned several) will be none other than Jackie Coogan....Louise Massey and her Westerners, scheduled to play return date in Detroit April 9, Chicago April 16, is expected to appear at the Roxy March 25....New commercial in the offing for her is with a big automobile outfit....Frankie Basch played hostess to kin of Cardinal Gibbons yesterday when she interviewed 92 year old John Leo Gibbons, oldest marcher in the St. Patrick's Day Parade.

▼ ▼

Ether vacation dreams....Ina Ray Hutton, pulchritudinous leader of all-gal ork, looking ahead to tennis at her summer home....Mary Small planning to continue her flying lessons....Cornelia Otis Skinner intending to submerge the drahma by wearing overalls and tending garden at her St. James, L. I., home....Ida Bailey Allen thinking of weekending among the posies at her Jersey coast summer place....All of it premature ....but so was the balmy weather.... Jean Dickson of the contralto voice to go diva with the San Carlo Opera Co. in Denver April 7....in "Rigoletto"....Ann Teeman, of "Easy Aces" and the "Gibson Family," also of the legit "The Women," a welcome addition to WHN's "Girl Interne."

▼ ▼

Kathryn Cravens, the flying commentator, just returned from plane trip to Detroit to interview poet Edgar Guest.... She'll give reasons for his rhyming and personal impressions of him on today's broadcast....The "March of Time" cast gave a party to celebrate Nancy Kelly's 16th birthday on Saturday....complete with cake 'n' everything....The gals at CBS Publicity saying the summer schedule with be almost as heavy as the winter one....Decorator Sarah M. Lockwood to substitute for Sheila Graham on the March 24 "Heinz Magazine of the Air" program....She'll talk about the home beautiful....Two femme travellers returned from Irak, Mrs. Ruth Hoffman Brooks and her sister Helen Hoffman will add color to "Let's Talk It Over" Monday the 15th....Alma Kitchell emcees the program.

RADIO PERSONALITIES

No. 14 in the Series of Who's Who in the Industry

W. WALTER TISON, general manager of WFLA, Tampa, and executive vice-president of The Florida West Coast Broadcasting Co. Inc., is truly one of the real old timers of radio. Florida born, Tison saw war-time service in the U. S. Navy as a radioman and later was in the Merchant Marine Service in a like capacity. Walter, as he is known to his host of friends throughout Dixie-land's radio world, was prominently instrumental in the establishing of WSB, Atlanta, in 1922 as the first broadcasting station in Dixie, and served that station until 1925 when he assumed the responsibility of establishing and guiding the destinies of what is now known as WFLA, which in its present status is considered one of the finer stations of Florida.



Believes Program is the Thing .....

Walter Tison is at heart an engineer. It was he who supervised the installation of America's first directional antenna, as conceived and engineered by Raymond Wilmot, eminent British radio engineer, and T. A. M. Craven. It is this development which has so completely revolutionized antenna installation in the radio industry.

The Tisons recently acquired a beautiful 40-acre estate in a nearby suburb of Tampa and now their new hobby is growing oranges, truck-gardening and rearing their lovely little six-year-old daughter, June. The staff at the studios refer to their boss—good naturedly of course—as Squire Tison.

Seriously, however, where radio and radio broadcasting is concerned, W. Walter Tison is confirmedly a practical man. He is staunch in his convictions that listeners listen to programs and not to radio stations, consequently, WFLA's schedules are constructed accordingly.

Start Work in Year On CBS Radio Center

(Continued from Page 1)

editorial influence and censorship, thereby assuring free speech, requiring only conformity to reasonable taste and decorum and avoidance of libel and slander, also are cited by the CBS head.

Limitation of the amount of advertising in a sponsored program and the barring of certain products considered unsuitable for radio advertising also proved constructive moves, says Paley.

For the 53 weeks ended Jan. 2, 1937, CBS reports gross sales of $27,800,000 and net profit of $3,755,522.99, equivalent to $4.41 a share on 852,335 shares outstanding. Dividends aggregated $2,812,705.50 or $3.30 a share, the largest dividend disbursement made by the company, and amounted to nearly 75 per cent of net profits for 1936. In 1935, the 52-week net was $2,810,078.70.

Due to capital commitments last year and projects for 1937, the board felt it desirable to set aside 25 per cent of 1936 earnings or $943,000 as addition to surplus, readily available for financing. Earned surplus at Jan. 2 was $3,916,708.96, compared to $2,742,936.36 at Dec. 28, 1935. Current assets were $6,675,631.68, current liabilities $3,104,451.97.

Sinatra, Guest Talent Set for Cycle Series

(Continued from Page 1)

Small and the Tune Twister, May 6; Honey Boy & Sassafras and the Landt Trio, May 13.

In addition to the regular 7:15-7:30 broadcast on Thursdays, there will be a repeat show at 11:15.

'Lucky' Femme Series 5 Times Weekly on CBS

(Continued from Page 1)

week 250,000 cartons of Luckies were sent to winners, who selected the 15 top tunes of the week.

This is the first time in radio history that a cigarette manufacturer has used radio during the daytime to reach the women radio listener in the home. In the past daytime hours have been used mostly by food, soap, and cosmetic manufacturers.

Luckies has no plans to cancel the "Hit Parade" programs, which are now featured on CBS, Saturdays, 10-10:45 p.m., and on the NBC-Red, Wednesdays, 10-10:30 p.m. CBS contract does not expire until May 1, and the NBC series was just renewed, March 10, for another 13 weeks. Lord & Thomas, New York, placed the account.

Lehn & Fink Products Co., New York (Hind's Honey & Almond cream), on April 2 will terminate its seasonal program on CBS entitled "Ted Malone — Between the Bookends," Mondays through Fridays, 12:15-12:30 p.m.

New Buckeye Network Going in Action Soon

(Continued from Page 1)

named as members of the new chain with another station to join later.

Idea is to pool the best offerings of all stations as a network schedule which can be offered the individual stations. Potential sponsors over the chain will have the advantage of better Ohio coverage.

New Accounts

Renewals

NBC

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), through BBDO, New York, RENEWS Jack Pearl on the NBC-Blue network, Fridays, 10-10:30 p.m., effective March 19.

General Mills, Inc., Minneapolis (Bisquick), through Baggaley, Horton & Hoyt, Inc., Chicago, STARTS movie lot program on 5 NBC-Red Pacific stations, Mondays, through Fridays, 11:45 a.m. to 12 noon, on March 15.

Cycle Trades of America, New York (bicycle association), April 1 placed direct, STARTS "All-Star Cycle" on 40 NBC-Blue stations, Thursdays, 7:15-7:30 p.m., on April 1.

Sherwin Williams Co., Cleveland (paints) through J. T. J. Maloney, Inc., New York, STARTS "Women's Magazine of the Air" on 5 NBC-Red Pacific stations, 3:45-4 p.m. (PST), on April 1.

CBS

Chevrolet Motor Co., Detroit, through Campbell-Ewald, Detroit, RENEWS "Rubinoff and His Violin" on 88 CBS stations, Sundays, 6:30-7 p.m., effective April 18.

Barnsdall Refining Corp., Tulsa, through Co-Operative Advertising, Inc., Tulsa, RENEWS "Courteous Colonels" on 9 CBS stations, Saturdays, 10:45 - 11:15 p.m., effective March 20.

Servel, Inc., New York (Electrolux refrigerators), through BBDO, New York, STARTS "March of Time" on unannounced list of CBS stations, Thursdays, 10:30-11 p.m., on April 15.

Disk Series for Bakery

Snow King Baking Powder Co., Cincinnati, is transcribing a series of WBS one-minute transcriptions to be placed at an unannounced list of stations beginning today. H. W. Kastor & Sons Advertising Co., Chicago, is the agency.

FRANCES HUNT
INITIAL APPEARANCE
•
SECOND WEEK
AT THE
PARAMOUNT
NEW YORK
WITH
BENNY GOODMAN
AND HIS ORCHESTRA

Los Angeles Chatter

KFI and KECA have clamped down on "missing persons" broadcasts unless requests come from police or sheriff's office. Reason, too many "sorrowing mothers" have turned out to be collection agencies trying to trace debtors.

Farley Outfitting's "Gold Star Rangers" has moved its hour-a-day, every day hill billy program from KFWB to KMTR, with Jimmy McMasters replacing Gus Mack as emcee.

Don Bernard, production manager for Don Lee-Mutual, has resigned, and leaves today to freelance. Successor not yet picked.

Sam Siegel, publicity for KFWB, resigned last week and left by plane for Seattle to do special exploitation for United Artists in Seattle and Portland.

Jimmy Tolson, who started in movies as boy singing prodigy and has been in movies and radio for past ten years, takes his first fling at running a show when he will run a half-hour variety program on KFAC, weekly, sponsored by Superior Macaroni, through Advertising Arts agency.

Marie Osborne, once famous child star known as Baby Marie, now 23, is going to try for a break on KFI's Hollywood Extra program, for which she auditioned last week.

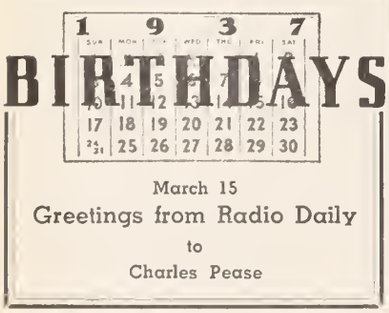
Sam Pierce, who writes "Calling All Cars" for KHJ and Don Lee chain, married Georgiana Parker last week, and is off at Laguna Beach honeymooning.

Electric Range Dealers and Iris Food Products are sponsoring a combination audience and air show to be broadcast from the Paramount Ballroom over Don Lee's KHJ "Tuesdays at Two". One hour will go on the air, with hour of cooking demonstrations following. Scott Clyde of Dan Miner agency is producing.

KMPC is putting on a real Bev Hills socialite, under name of Miss X, to do a daily 15-minute society gossip, feminine interest program.

Jean Keeler, formerly with British Broadcasting, now featured singer at Trocodero cafe, will be featured guest on California chain with KEHE's Listen Ladies program today.

Radio Division of Federal Theater Project premiered "Three Men and a Girl" Saturday night on KFWB in a new series.



MAJOR EDNEY RIDGE, the hustling manager of WBIG, Greensboro, N. C., displayed some of his typical enterprise when Postmaster General Jim Farley visited his city last week to fill a dinner-speaking engagement. Major Ridge is a personal friend of Farley's and predicts he will be the next President. Aware of the General's Irish ancestry, Major Ridge had Eddie Robbins, singing mailcarrier, appear at the dinner in his regular postman's uniform. At the end of the meal, Eddie crooned "When Irish Eyes Are Smiling", and after that it was merely another walk for the mailcarrier. Farley thanked Eddie. Shook hands with Eddie. Posed for a picture with Eddie. Eddie is on the air!

Grady Cole, WBT's inimitable news commentator and Comet Rice philosopher, has been assigned an office in the WBT suite.

Senora Milla Dominquez, soprano with the "Courteous Colonels" program which Barnsdall Refining Co. has just renewed for another 13 weeks over KTUL, Tulsa, and 10 CBS stations in that region, is the wife of the Mexican Consul in Dallas. She commutes to Tulsa every week for the broadcasts. The Tulsans (60 male voices), heard on the program, include some of the petroleum industry's big names. The show is produced by the KTUL staff and is placed by the Co-Operative Advertising Agency of Tulsa.

WCAE, Pittsburgh: Ed Sprague is slated for a late sports broadcast.... Ed Harvey, program director, who has been ailing, expects to be mended within the week....Pat Patterson, former publicity man, is now working in New York, having been transferred there from Washington.

Dick Fishell, WMCA sports commentator, has enlisted a group of outstanding sports celebrities to fill his program periods for two weeks while he vacations in Florida. The programs, sponsored by General Mills, are aired at 6:30 p.m., weekdays and 7:30 Sundays.

Henry Poole, Trans-radio operator in charge of Transmission of News at Trans-radio's Minneapolis headquarters in the WDGY Building, is featured on two news broadcasts over the air daily.

Station Manager John Gillin of WOW, Omaha, has been enlisted by the Omaha Variety club, of which he is a member, to help them try to persuade Jack Benny and Mary Livingstone to appear on the program of the national convention of Variety here April 17-18.

Mary Alkus, whose morning radio feature, "Pertinent Paragraphs," was recently launched over the California Radio System and KYA, San Francisco, is a former San Francisco radio commentator. She is heard over the network from Los Angeles every weekday morning except Saturday at 11 a.m.

Saunders and Shepard For Sobol WHN Series

WHN, which has signed Sobol Brothers Service Station Inc. for six 15-minute evening programs a week and six 5-minute evening spots per week, will feature Ray Saunders and Bill Shepard on the 15-minute shows with news reports and recordings, while the 5-minute spots will be devoted entirely to news broadcasts and will be handled by Shepard exclusively. Series starts today. Contract is for 52 weeks. J. Stirling Getchell Inc. has the account.

New WDNC Accounts

Durham, N. C.—New national and local accounts on WDNC include Ruma-Ban Products, Belk-Legget Co.'s Poll Parrot Shoes, Carolina Furniture Co.'s Stewart-Warner Save-A-Step Refrigerators, Dubs Sandwich Co.'s Weston Crackerettes, Christian-Harward's Kroehler's Furniture, Murdock Ice & Coal Co.'s Conditionaire Refrigerators, Home Building & Loan's Installment Thrift, Hibberd Florist's Easter Flowers Account, and Southern Used Car Corp.

Show Girls Comprise Dennis Vocal Group

Jay Dennis, radio artist and producer, has formed a group of 12 of the most beautiful show girls and professional models, and after months of preparation has created a unique vocal group.

Dennis was the originator of the Blue Flames, producer of "Afternoon Recess' and author and MC of "Manhattan Matinee" all on WABC.

Hudnut on KYW

Philadelphia — Hudnut Sales Co., New York (cosmetics) has started a quarter-hour program on KYW Fridays, 6:45-7 p.m. Program features Jan Savitt's orchestra and soloists. Series will run through May 28. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

WBT to Feed Network

WBT, Charlotte, will feed a coast-to-coast CBS network on March 30, when Mrs. W. A. Becker, president of the general national society of the Daughters of the American Revolution, addresses a convention of the society in Charlotte. The 15-minute speech will be broadcast 2:15-2:30, with Reginald Allen announcing.

Chicago

LULU BELLE and SCOTTY of the Barn Dance have just completed a book of 50 mountain tunes which will hit the bookstands April 1.

Mora Martin and Fred Marcus are the latest additions to the cast of "Backstage Wife."

Don McNeill and Ed McConnell are exchanging guest appearances.

Hal Totten, vet NBC sports announcer, will handle the mike for the six-day bike races that begin today at the Chicago Stadium.

Mercedes McCambridge, star of "Guiding Light" NBC serial drama, has been honored with the highest award of the Laetare players, dramatic group from Mundelin College here.

Dave Gothard of "Romance of Helen Trent" out of hospital after a siege of bronchitis.

Bill Hampton, who clicked in a hurry as a writer and lyricist with the King's Jesters, taking a new job with Kay Kyser.

Plans for a Tuesday night Variety show are under way at NBC here. Proposed program to be a sustaining full hour with talent being scouted at present.

Joan Blaine, flying to Palm Springs with her mother on April 1.

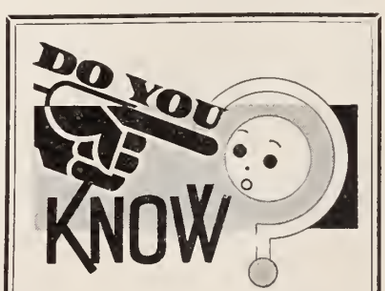
Tom, Dick and Harry will guest star on the Barn Dance show next Saturday.

Quin Ryan of WGN is to feature a number of University of Illinois sports coaches beginning Wednesday at 8:50 p.m. when he interviews "GaGa" Mills, basketball coach of the college.

Tom Shirley taking place of Dick Welles, seriously injured in auto-smash here last week.

Elinor Harriet is the name of the pretty young lady who is heard as Mrs. Kingfish with Amos 'n' Andy.

Finney Briggs who plays Dan the Milkman in NBC's "The Adventures of Dari-Dan" was a former cartoonist on a local newspaper.



A recent checkup at WHK, Cleveland, showed that 16 2/3 per cent of the station's broadcasts were educational in nature.

COMMENTS
On Current Programs

"Showboat"—Helen Morgan

Maxwell House Coffee show seems to be finding itself again, in fact it has been on a more even keel for some time, now that the first scare over opposition of Major Bowes is over. Not a few listeners who follow the program are of the opinion that "Showboat" should have stuck to its guns and made no changes in policy.

Helen Morgan as guest proved this diseuse still inimitable as to style of song rendition and ability to inject emotional quality in her work. Voice was fine and a suitable sketch was built around her. No end of dial twisters would go for Miss Morgan in a big way if they only had the opportunity to tune her in more often.

Other spots on the program include a bow by Guy and Carmen Lombardo, and a tie-up with the 1,000,000th passenger to ride on the United Air Lines, and who won a trip to Europe, etc., thereby. Lines serve Maxwell House coffee, but this prize winner's testimonial was much too obvious. Lanny Ross is the same melodious warbler and made a good singing partner for Miss Morgan, who so easily comes through with a "tear in her voice."

Damrosch Hour

A lot is being said in radio circles these days about good music, and among those who are *doing* a lot in that direction is Dr. Walter Damrosch. His afternoon musical classes over the NBC networks are the most enjoyable school room sessions that any music-minded youngster or even oldster could wish for. It is not only Dr. Damrosch's comprehensive familiarity with and his love of good music, but also his ingratiating manner of transmitting his musical enthusiasm to his audiences, that make these programs both delightful and instructive. Dr. Damrosch is doing a grand service.

"The Listener Speaks"

Transferring of this WOR program to a 10 p.m. last Friday spot was not a happy move. Its Sunday afternoon position was more advisable, from the standpoint of the type of persons who participate in a program of this kind. Most of the would-be orators heard in these sessions for weeks past have either expounded illogical arguments or discussed good topics amateurishly. Either way, it doesn't make tolerable listening for the more intelligent class of dialers. There is too much scholarly commenting on the air for competition, and besides 10 to 10:30 at night is a late hour for anybody to be listening to wails about the ills of the world.

Kellogg Baseball Broadcasts

Kellogg Cereal Co. will broadcast baseball games from the following cities in addition to Chicago: San Antonio, Houston, Rochester, N. Y., and Birmingham. N. W. Ayer & Son has the account.



"MUSIC AND YOU"

Sustaining

WOR, Thursdays, 8-8:30. p.m., EST.

QUALITY MUSIC PROGRAM DESIGNED TO ELEVATE LISTENER APPRECIATION.

Sponsored by the National Music League as part of its movement to promote the appreciation of finer music, this half-hour series recommends itself to the concert and opera minded listeners.

Initial program, with Armand Tokatyan as featured vocalist and Alfred Wallenstein directing the orchestra, covered a wide range of symphonic and other class music. The half dozen Tokatyan numbers were led by the American composer Ernest Charles' "Sweet Song of Long Ago" and a selection from the "New World Symphony."

Wallenstein handled the orchestra in a distinguished manner.

The program will attempt to ascertain the amount of public interest in finer music. Answering of music questions from listeners is to be part of the series.

"MELODY CRUISE"

White Dove Mattress

WTAM, Cleveland, Sundays, 1:30-2 p.m.

GOOD STRING ENSEMBLE LISTENING WITH GUEST VOCALISTS AND INSTRUMENTALISTS.

This WTAM series, which got underway recently, has a string ensemble under the direction of Ben Silverberg, Cleveland Orchestra violinist. Numbers the ensemble plays are short and vary from the classical to the lighter melodies. They are especially chosen for ear quality.

Vocalists and instrumentalists in Cleveland and vicinity who have made some local musical reputation act as the guest stars. This gives the series a new name each Sunday, creates good will for the sponsor in this section and gives a civic flavor to the broadcasts. First soloist was Louis Hehman, Cleveland tenor, whose work once interested Paul Whiteman.

Coast Net to Build Up Last Night Audiences

(*Continued from Page* 1)

big league stuff in the hours after 9:30 p.m.

Several of the better sustaining programs that have built large audiences in the earlier hours are being shifted to nights. Using still later hours, Vanda is introducing a new humor program, "The Insomnia Club" to go on Fridays and Saturdays, 12-1 a.m. with a variety, starting with counting sheep, reading late news, gags and general variety. Hour to be conducted by Hal Raynor, who writes the Joe Penner songs (and who in non professional life is the Rev. Henry S. Rubel, pastor of Grace Episcopal church.

CBS Musical Concerts Expanded to Half Hour

"Musical Americana," the weekly concert programs devoted to American composers, to be aired over the CBS network starting tomorrow, has been expanded to a half-hour presentation, 10:30-11 p.m. Freddie Rich will direct the orchestra in the first program. Other CBS conductors, including Howard Barlow, Mark Warnow, Leith Stevens, Victor Bay and Bernard Hermann, will be used in subsequent broadcasts.

Defeat Liquor Ad Bill

Tacoma — A proposed bill that would prevent all liquor advertising in the state of Washington was defeated in the state legislature.

A.N.A. Convention Set for Hot Springs

Association of National Advertisers will hold its semi-annual meeting in Hot Springs, Va., April 26-28. H. W. Roden, vice-president of Johnson & Johnson, is program chairman.

"Unseen Friend" Renewed

"Your Unseen Friend," dramatizations of human problems under the direction of M. H. H. Joachim, author and producer, has been renewed, and will continue to be heard over CBS on Sundays, 5 to 5:30 p.m. Program is aired in the interests of Beneficial Management Corp.

SELLING THE STATION

Story of Broadcast Adv'g

A folder which presents the story of broadcast advertising with all the very live appeal of radio itself has been prepared by WMBH, Joplin, Mo.

A map of the 16 counties in the station's primary area is used to detail the population of the counties and the receivers in use in each, which total 73,000 receivers for the population of 488,173 in the area.

The appeal is substantiated by figures which prove that the population and the receivers do exist, and that there is a prosperous market waiting to be tapped.

Western Electric Net Up Sharply in 1936

Western Electric Co., A. T & T. affiliate, reports net earnings of $18,398,049 for 1936, compared with $2,320,279 in 1935 and loss of $34,100,000 the year before.

Sales for the past year amounted to $146,421,000, an increase of 38.9 per cent over the $105,417,000 in 1935.

WTAM's Vocal "Find"

Cleveland—Latest WTAM find is Josephine Boyer, coloratura soprano, from Canton, O. Offering one recital over the station, WTAM was so impressed the songbird was given a regular 1:30 p.m. spot on Monday. Miss Boyer has studied in both New York and Chicago and at one time sang over WOR, Newark.

Cantor Settles on Coast

Eddie Cantor, heard on the Texaco program Sundays over the CBS network 8:30-9 p.m., has definitely left New York to make his permanent home in California. The comedian has just completed negotiations for the purchase of a $133,000 estate in Beverly Hills.

SEITER, CARVER & LIVINGSTON
PUBLISHERS, INC.

I shall be glad to subscribe myself and to recommend the book to my friends in the Theatre.
RICHARD ALDRICH

SCREEN · THEATRE · RADIO
INTERNATIONAL BLUE BOOK
TELEVISION

The Blue Book reaches every executive of Radio, Stage and Screen ..... Tell them who you are.

425 FIFTH AVENUE, NEW YORK
Telephone: CAI. 5-4954



A NOTABLE contribution to educational broadcasting are the programs being aired weekly over WSPR, Springfield, Mass., by Mount Holyoke College. President Mary Woolley herself introduced the first series last Fall, and will give the concluding program of this, the second series, which is built around the coming centenary of Mount Holyoke College, to be celebrated next May. The development of teaching and knowledge during this past hundred years is being told in dramatic form each Tuesday afternoon at 2:30 by students and teachers.

WBRY, New Haven, started a new commercial Saturday, a twice weekly street interview sponsored by Bouve Motors (Ford), with William Blatchley and Jack Henry conducting. Henry also conducts another new WBRY commercial, the 5-minute UP spot at 7:15 p.m. daily, Monday to Friday, for Xervac's, electric hair-restorer.

"Honor the Law", a new WICC (New Haven) commercial program, sponsored by Acme Furniture Co., began Sunday, 12:15-12:30 p.m. The program consists of transcriptions of case histories taken from police department files in various cities. Chief Philip T. Smith of the New Haven Police Department is the first guest speaker.

"Oklahoma City On Parade", new one-hour program recently inaugurated over KFXR, Oklahoma City, is drawing good fan mail, according to M. V. Watson, of the Arrow Advertising Agency, in charge of the broadcasts. The program is sponsored and presented as if a real parade were marching down the streets of the city, with the announcers acting as reviewers. The three times weekly schedule will be maintained for six weeks.

WWRL Civic Series

Queens, "New York's borough of homes," which has more civic organizations than any other community of its size—more than 1,000,000 residents—is served by WWRL of Woodside, Queens, with a weekly broadcast series made to order for the community.

The series, entitled, "Community Builders," brings to the microphone each week one or two civic officials, who describe the functions, achievements and purposes of their organizations.

More than 400 civic groups, representing about 200,000 Queens' families, are expected to take part in the series.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS RECEIVED

Standard Life Insurance Co., Jackson, Miss. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Spartanburg Junior Chamber of Commerce, Spartanburg, S. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts night, 250 watts days, unlimited.

WCMI, Ashland, Ky. CP to install transmitter and change frequency and power to 1120 kc., 250 watts night, 1 Kw. day.

Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

WLLH, Lawrence, Mass. CP for satellite station. 1370 kc., 10 to 100 watts, to be denied.

Sioux City Broadcasting Co., Sioux City, Iowa. CP for station. 1420 kc., 100 watts, 250 watts LS., unlimited, be granted.

C. W. Corkhill, Sioux City, Iowa. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

SET FOR HEARING

Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

APPLICATIONS GRANTED

University of Alaska, College, Alaska. CP and license for special experimental station. Each even 100 kc. from 1500 to 16000 kc., 200 watts peak, 5 watts average, unlimited.

WGPC, Albany, Ga. Renewal of license. 1420 kc., 100 watts, unlimited.

KSEI, Pocatello, Ia. Renewal of License. 900 kc., 250 watts night, 500 watts day, unlimited.

HEARINGS SCHEDULED

Today: H. O. Davis, Mobile, Ala. CP for new station, 610 kc., 250 watts, 500 watts LS. unlimited.

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.

Harold Thomas. Pittsfield, Mass. CP for new station. 1310 kc., 100 watts. 250 watts LS. Unlimited.

March 16: Arthur H. Croghan, Minneapolis, Minn. CP for new station. 1310 kc., 100 watts, daytime.

Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1Kw., daytime.

March 18: F. C. C. will listen to arguments in the case of five functioning, and one new, stations in the Brooklyn, N. Y. area. WVFW WARD WLTH WBBC WEVD, and the Brooklyn Daily Eagle are parties involved. Case concerns facility hook-up among the stations.

KRMC, Jamestown, N. D., Makes Its Debut on Air

(Continued from Page 1)

ate with a power of 250 watts.

A. J. Breitbach, member of the firm of Roberts-McNab, supervised the filing of applications and construction permits for the station. Frank M. Devaney, who will handle the duties of manager, was formerly with the radio station in Minot and for the past several months has been connected with WMIN, St. Paul. He has also had experience on a number of stations in the south, along announcing, production and commercial lines.

Serving as chief engineer will be Carlton Gray, well known in technical circles throughout the Dakotas and Minnesota, having been employed on a number of broadcasting stations in the midwest including WDAY at Fargo and KFYR at Bismarck. Gray directed the installation of the Western Electric transmitter on the southwestern edge of the city and also supervised the designing and layout of the studios in the Gladstone Hotel.

The program manager will be Victor V. Bell, who has come to Jamestown from KLPM at Minot, where he served in a similar capacity. Bell's duties will lie in announcing, arranging programs and writing continuity. He has had considerable experience in dramatics and playwriting, having been employed as recreational supervisor for the WPA in Williams county.

In charge of advertising will be Jack Carter of Enderlin. Carter has several years of selling experience to his credit, much of which was devoted to commercial broadcasting.

Others on the staff will be Evelyn Wennerstrom of Bismarck, in charge of women's activities; Ray Bailey of Long Prairie, Minn., as combination operator-announcer, and Doris Bogen, bookkeeper.

Following frequency tests, which the station broadcast this week, reception reports were received from as far away points as Washington, Oregon, California, New Mexico, Mississippi, Virginia, New York and Vermont as well as from several outlying communities in Canada. The first test program brought a total of 427 telephone calls, many of them from distant points.

Entertainment facilities for the station will be supplied by the NBC transcription. In addition the program department will present news broadcasts six times daily, quarter hourly weather reports, a daily women's program, grain and stock markets as well as sporting events. There will also be a generous use of local talent.



MIKE RILEY, "Music Goes 'Round and 'Round" co-author, has penned a new ditty titled "Spendin' All My Time with the Blues," in collaboration with Cahn and Chaplin, lyricists.

Don Bestor takes two NBC airings a week, one on Sundays over the Red at 12 midnight; the other on Thursdays at 11 p.m. over the Blue.

Lady maestro Ina Ray Hutton and her Melodears to have a week's run at the Palace in Cleveland, effective March 26.

W. C. Handy, composer of the perennially popular "St. Louis Blues," will play a chorus of it on the Edgar Hayes and Ork Variety recording.

Jerr Blaine, NBC Ork leader and Musical Director of the Park Central Hotel, because his Wednesday night "Music Makers Festival" has clicked hard, will continue those soirees as a regular weekly Cocoanut Grove feature.

Joe Rines, baton-holder and M.C. of the Dress Rehearsal Program broadcast a musical clinic Sunday over the NBC-Blue Network, 11:30 a.m. to 12 m.

"The Gauchos," a new program featuring a rhumba orchestra and Bert Djerkiss, tenor, premiered yesterday at 3:00 p.m. over MRN of the Michigan Radio Network. A typically Latin program with "Siboney," "Orchids in the Moonlight" and "Serenade in the Night" sung by Djerkiss and "Las Altenitas" and "La Bomba" played by the orchestra was presented.

Jack Delmar, currently making merry at the La Casa Ballroom, was the first pick-up of KYW, Philly, now back in the field for dance remotes.

Harry Rogers, KYA, San Francisco, program director, has arranged for the appearance over the California Radio System and KYA of the musical group, "Las Tapatias Trio," hailed as a new and sensational radio find. They made their California ether debut on the CRS-KYA broadcast Thursday.

Ed Farley ("Music Goes 'Round and 'Round") of the Club Evergreen has been added to WNEW's "Dance Parade."

Phil Baker's 4th Yr.

Phil Baker celebrates his fourth year on the air March 21. Program is sponsored by Gulf Oil Co. and is heard 7:30-8 p.m. Sundays. Beetle and Bottle will also celebrate their fourth anniversary at the same time. Young & Rubicam has the account.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 25 NEW YORK, TUESDAY, MARCH 16, 1937 FIVE CENTS

101 Radio Talks on Court

Looking On
.... AND LISTENING IN

"FEUDS" A lot of swell fun has been had by pretty nearly everybody out of the Benny-Allen "feud" over "The Bee," and this seems to be as good a time as any to call a halt, at least temporarily, to all such "feuds" between radio comedians.

There's nothing like quitting when you're ahead.

The Winchell-Bernie specious heckling was prolonged to the point where it became a pain in many a dialer's ear.

Benny and Allen have been much more successful from a listener standpoint, carrying their friendly warfare to high peaks of entertainment.

But enough is enough.

Sponsors and agencies should appreciate that the performers who have the biggest followings are those who never carry an idea to the point of monotony, but always leave their audiences wanting more.

COPYISTS Another thing that radio audiences are being overdosed with is the parroting of Milton Berle's gag-line, "Today I am a man."

No less than six network variety programs, from kiddie revues to the shows put on by some of the air's leading personalities, sprung this gag on Sunday alone.

If you are interested in additional statistics, out of twelve orchestras tuned in by this dialer on Sunday, eleven presented Irish numbers in honor of St. Patrick's Day.

Eight out of nine comedy programs had some cracks about the income tax.

And Eddie Cantor made the umpty-steenth crack about Ida, the five daughters and the non-existent son.

Incidentally, the elimination of the stooge berth has left an aching void in the Cantor program.

10th Year for FCC

Washington Bur., RADIO DAILY

Washington—Judge E. O. Sykes, chairman of the FCC broadcast division, yesterday received congratulations on the tenth anniversary of national radio regulation. FCC started functioning under an act of Congress 10 years ago yesterday with Sykes as presiding officer. The department now has nearly 700 employees.

NBC AUTO BUSINESS JUMPS TO 15.8 P. C.

Revenue derived by NBC from the automobile and allied industries last year jumped to $5,466,381 or 15.8 per cent of its total billings, compared to 13.4 per cent in 1935. NBC had 57.4 per cent of all network billings in this line last year, a new record, against 53.5 per cent the year before.

Mutual Gets Exclusive On Eastern Pony Races

Mutual has signed for the exclusive rights to broadcast the races at Belmont Park, Jamaica, Saratoga, Empire City, and Aqueduct this spring and summer. Bryon Field will do the announcing.

11 National Accounts Are Signed by KSTP

St. Paul—There's no spring let-up at KSTP, with 11 new national accounts signed on the dotted line with the Twin Cities station. They are:

Associated Distributors with "Essence of Life," two spots daily, Mondays through Fridays; Gold Dust Cleanser, two-a-day, Mondays through Fridays; Moorman Manufacturing Co., poultry food, every morning spot; New Departure Manufacturing Co., coaster brakes, three station breaks a week; E. P. Reed Company, Matrix Shoes, 3 to 3:15 p.m. Thursdays; Rumford Chemical Co., 12 spots a week; Washington State Apples, three a week on Polly the Shopper's participating shopping program;

(Continued on Page 3)

Charges of Partiality are Denied by the Networks—Balanced Pro and Con Speakers Cited

Champ Listener?

Cleveland — WTAM claims a champion listener. He is engineer Jessie J. Francis. In the 13 years he has been with the station Francis claims he has listened to 107,250 broadcasts.

WHEELER CONTINUING RADIO-PRESS PROBE

Washington Bureau of THE RADIO DAILY

Washington—Denying reports that he would withdraw from the campaign looking toward a complete Senatorial probe of the radio-newspaper issue, Senator Burton K. Wheeler said yesterday that he still has more information to obtain before the matter can be approached intelligently.

The Senator's remarks based on

(Continued on Page 3)

Baskin Firm Now Owner Of WFLA, Clearwater

With the last payment received, the city of Clearwater, Fla., is definitely through with radio. WFLA of that city is now the sole property of the Florida West Coast Broadcasting Co., with H. H. Baskin at the head. Deal for sale of station

(Continued on Page 2)

Discussions aired up to this week on President Roosevelt's proposals for revision of the Supreme Court total 101, with 57 of the speakers aligned on the President's side and 54 opposing him, it is shown in a tabulation made yesterday in connection with charges by Senator King (Dem., Utah) that the networks are discriminating against the administration in the controversy. Senator King is understood to be planning to introduce a resolution asking for investigation of the chains and the FCC to determine if any partiality has been shown.

The networks in support of their contention that no favoritism has been shown, point to the records of the broadcasts, revealing that NBC has aired 63 speeches, including 33 for and 30 against the court proposals; CBS, 34 broadcasts, equally divided pro and con, and Mutual, 14 talks, also equally divided.

NBC last week put the factual summaries of the testimony offered by the proponents of the plan on the air from the Senate Committee on the Judiciary chambers and this

(Continued on Page 3)

Enlisting Personality For House Radio Probe

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington—A chief investigator of nationwide reputation, comparable in reputation and ability to investigators serving Congressional committees in recent banking and munition probes, will be available for the House radio investigation when the radio resolution passes, Chairman Connery of the

(Continued on Page 3)

Ork Sit-Downs in Chi. Spot Over Social Security Payment

Chicago—The first orchestra here to go on what actually amounts to a sit-down strike is the King's Jesters, who were jerked from the Blue Fountain Room of the Hotel LaSalle on Saturday by fiat of James A. Petrillo, chief of the musicians' union here.

Yanking of ork resulted when hotel management refused to pay social security tax of the band, claiming that leader was the employer and

(Continued on Page 3)

Big Rise in Business For WCOA, Pensacola

A remarkable increase in national, local and chain business during the first two months of 1937 is reported by WCOA, CBS affiliate, Pensacola, Fla. According to Wm. K. Dorman, manager of John H. Perry Associates, national representatives of this station, WCOA revenue from national

(Continued on Page 3)

No Studio Audiences

Because of Grace Moore's objection to the presence of studio audiences at broadcasts, the Nash "Speedshow" closed its doors to them after last Saturday's broadcast.

The program will be aired from one of the Columbia studios, instead of the Playhouse, unless the prima donna can be prevailed upon to change her mind.

RADIO DAILY

Vol. 1, No. 25 Tues., Mar. 16, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 13, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
This Year's Kisses (Irving Berlin, Inc.)		31
Boo Hoo (Shapiro, Bernstein, Inc.)		23
Little Old Lady (Chappell & Co.)		22
May I Have The Next Romance With You (Leo Feist, Inc.)		22
When The Poppies Bloom Again (Shapiro, Bernstein, Inc.)		22
Slumming On Park Avenue (Irving Berlin, Inc.)		21
How Could You (Remick Music Corp.)		20
I Can't Lose That Longing For You (Donaldson, Douglas & Gumble)		20
Too Marvelous For Words (Harms, Inc.)		18
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		17
Good Night My Love (Robbins Music Corp.)		16
Moonlight And Shadows (Popular Melodies)		16
Trust In Me (Ager, Yellen & Bornstein)		16
What Will I Tell My Heart (Crawford Music Corp.)		16
When My Dreamboat Comes Home (Witmark & Sons)		16

FINANCIAL

(*Monday, Mar. 15*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	175 3/8	172 3/4	175 1/4	+ 1 1/8
Crosley Radio	24	24	24	+ 1/4
Gen. Electric	59 1/4	58 1/8	58 3/4	— 3/4
North American	28	27 1/2	27 1/2	— 1/2
RCA Common	11 7/8	11 5/8	11 5/8	— 1/4
RCA First Pfd.	77 7/8	77 1/4	77 1/4	— 3/4
RCA $5 Pfd. B	(100 Bid)			
Stewart Warner	20 3/8	19 1/2	19 5/8	— 3/8
Zenith Radio	36 3/4	36 5/8	36 5/8	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2	+ 1/4
Majestic	4 5/8	4 1/2	4 1/2	...
Nat. Union Radio	3	2 3/4	2 7/8	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	56 5/8	58 5/8
CBS B	56 1/2	58 1/2
Stromberg Carlson	17	18

Baskin Firm Now Owner Of WFLA, Clearwater

(*Continued from Page* 1)

was made June 15, 1936. Total sale price was $252,700.

It was at first believed that the new owners were negotiating with the Tampa Tribune for a resale, but Baskin denied any truth to the rumors. The newspaper now has an application pending with the FCC for a construction permit for a new station. WFLA operates in conjunction with WSUN, St. Petersburg. It is also a member of the Southeastern group of NBC. Station operates on 5,000 watts to local sunset and 1,000 watts thereafter, and its frequency is 620 kilocycles. There will be no changes in the station's operating policies.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N.Y.
From script to production—that extra something that's good radio

West Coast Kids Vote "Calling All Cars" Best

West Coast Bureau, RADIO DAILY

Los Angeles—Rio Grande's "Calling All Cars," a weekly cops-and-robbers dramatic program, topped all other radio entertainment as children's choice, according to the first report of the radio survey committee of the Los Angeles Federated Women's Clubs. Survey conducted among affiliated clubs with membership of 60,000 Southern California women. Two of every three listeners said they did not mind the advertising. Twenty-five listeners said families used products advertised in favorite program to every 15 listeners who did not.

Favorite programs, in order of popularity, were "Calling All Cars"; "One Man's Family"; "Lux Radio Theater", and "Little Orphan Annie". "March of Time", "Gang Busters" and "Death Valley Days" tied for fifth position, and "Renfrew of the Mounted" was next.

KSTP Adds 3 Salesmen

St. Paul—Three new salesmen have been added to the staff of KSTP, Twin Cities independent. C. H. Wagner, recently with the Pure Oil Co. in Chicago, and Morgan Sexton, formerly with WOC in Davenport, have been assigned to the Minneapolis staff; G. B. Schurmeier, St. Paul, with the St. Paul sales staff.

Whiteman Backs Dickstein

Washington Bureau of THE RADIO DAILY

Washington — Paul Whiteman, who is here for a concert tonight, testified yesterday in connection with the Dickstein bill before an unofficial hearing of the House Immigration Committee, and declared himself in favor of the alien measure unless foreign countries lift their bars to American talent.

Barbara Boole Joins CBS

Barbara Boole has been appointed assistant commercial editor of CBS and will work in Gilson Gray's department. Miss Boole succeeds Nancy Lane, resigned.

Legislative Body Named By Texas Broadcasters

Austin, Tex. — Due to the many legislative problems facing stations in this state, the Texas Broadcasters Ass'n has formed the following legislative committee: Martin Campbell, chairman; Hall Huff, O. L. Taylor, Kern Tips and Henry Lee Taylor. The committee has been instructed to investigate all proposed radio legislation.

A resolution favoring enactment of federal legislation to eliminate Ascap's $250 copyright infringement charge and forcing owners of copyrights to prove actual damages before they can recover same, was passed at the association's last meeting. It was also resolved that Ascap be required to furnish all stations with a list of tunes covered by their contracts.

Radio Instrument Circular

Washington Bureau of THE RADIO DAILY

Washington — "Radio Instruments and Measurements," 329-page circular of the National Bureau of Standards, Department of Commerce, copies of which have not been available for several years, has just been reprinted for distribution at 60 cents a copy. While much of the subject matter of the Circular was written 20 years ago, it is still of current value to engineers and students, according to the Bureau.

Rambeau Opens Detroit Office

Detroit—William G. Rambeau Co. has opened a Detroit office, located in the General Motors Building and under the management of George W. Diefenderfer, who has been on the Chicago sales staff for some time.


Leo Says
TONIGHT'S BEST BET:
7:00 to 8:00 P.M.
WHN Original Amateur Hour
With Col. J. C. Flippen
WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

COMING and GOING

WALTER WINCHELL left Hollywood yesterday for New York after more than three months of film-making and broadcasting from the coast. He resumes his program from the NBC studios here on Sunday.

LAWRENCE TIBBETT is in Philadelphia today to make an appearance as soloist with the Philadelphia orchestra.

CORK O'KEEFE of the Rockwell-O'Keefe outfit has returned from Bel Air, Fla., where he won the N.Y.A.C. golf tournament championship.

D. J. ROSENBERG, vice-president of Transamerican, has left Los Angeles for New York and will remain here for 30 days or more.

HERBERT L. PETTEY, associate director of WHN, returned yesterday from a vacation in Walaka, Fla.

MRS. LOUIS K. SIDNEY arrives today from Hollywood.

H. W. SLAVICK, general manager WMC-WNBR, Memphis, is in New York on a business trip.

O. L. SMITH, KNOX, Knoxville, commercial manager, returned to his desk yesterday after a New York trip contacting advertisers and agencies.

BLAYNE BUTCHER, on radio staff of Lennen & Mitchell Inc., is en route to New York from Hollywood where he has been producing the Winchell-Jergens program on NBC. He is expected here Friday.

JACK LAVIN has gone to Washington to handle final details on Paul Whiteman concert, tonight.

LEONARD LIEBLING, music critic, to Washington, batting for Deems Taylor on Whiteman concert "living program" notes.

JAMES CARPENTER, manager of WKBB, Dubuque, in town on a business trip.

Courtney Riley Cooper M.C.

Courtney Riley Cooper has been set as m.c. for the final broadcast of the Fisher Body Craftsman's Guild program to be aired March 19 over CBS, 7:30-7:45 p.m. First half of the Guild's contest, that of the auto model builders, closes July 1, and the designers, competing in the contest for the best coach, must have their entries in by midnight, Aug. 1. In the past a special broadcast has been made over the CBS network direct from the Fisher Body Craftsman's Guild annual convention during which the winners of the $80,000 contest are announced. According to present plans, the same routine will be followed again this year. Arthur Kudner Inc. has the account.

Baker Scoops Winchell

A boy was born to the Phil Bakers on Sunday in Palm Beach. Phil made the exclusive announcement on his 7:30 p.m. program.

The Tavern
RADIO'S RENDEZVOUS
MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB
158 W. 48th St. "Toots" Shor

101 RADIO TALKS FOR HOUSE RADIO PROBE

(Continued from Page 1)

week the opponents summaries' are being aired over the NBC-Red, 12:45 p.m., ending this Wednesday.

Edward Murrow, CBS director of talks, said that CBS had tried to induce such persons as Arthur Vandenberg, Chief Justice Hughes, John W. Davis, Alfred E. Smith, Gov. Alfred M. Landon, Senator William E. Borah and others to discuss the Supreme Court plan on the air via CBS but to date no acceptances had been received.

Wheeler Continuing Radio-Press Probe

(Continued from Page 1)

the legal opinion of Hampton Gary, FCC counsel, follow on the heels of the opinion expressed by Dr. Irvin Stewart, who handed down the dissenting opinion in connection with KTSM, El Paso independent. Stewart now holds the view that legislation is not necessary, declaring the FCC has authority to give the matter full consideration.

Enlisting Personality For House Radio Probe

(Continued from Page 1)

House Labor Committee and sponsor of the resolution, indicated to RADIO DAILY yesterday as he prepared to advance his resolution before another full session of the Rules Committee this week. Chief investigator will be aided by "a very competent staff", he added.

Connery said Representative Wigglesworth (R., Mass.), proponent of the radio inquiry, would appear before the Rules Committee to urge its passage.

WSPR Educational Programs

Springfield, Mass. — WSPR yesterday inaugurated a new series of educational programs designed to interest students of high school age. Programs go on each week day, 11-11:15 a.m., in cooperation with the U. S. Department of the Interior, the Valley District of the Massachusetts Dental Society, Travel Magazine and other educational institutions.

Comic Strip Audition

"That's My Pop", a radio version of the Milt Gross comic strip, will be auditioned at 2 o'clock this afternoon at NBC. In the cast will be Harold Moffatt of "High Tor" and Bobby Jordan of "Dead End". Bernard Zanville of "Dead End" is in charge of direction.

Add to CBS Coast Publicity

Dave Carter, CBS publicity head of the west-coast office, will add one man to the present staff who will concentrate on KNX publicity, allowing Carter to spend more time on the network. Virginia Lindsey, currently with the Robert Taplinger coast office, joins the staff as assistant to Carter.



● ● ● Ralph Wonders' promise to remain open for all propositions until his return from Florida (Sunday) is the reason he's not with Rockwell-O'Keefe today....Within 24 hours a definite statement as to the future will be announced....Henny Youngman leaves for Hollywood between the 19th and 24th for Paramount's "Artists and Models." He remains two weeks, then returns to the Smith Show and the Loew's State again within four weeks!....Ted Lewis will be spotted on the April 1 airing....Jean Paul King will do commentating on the CBS Household Finance morning program....Freddie Rich may take over Mark Warnow's sustainers while the latter goes "Lucky."

● ● ● *The George Jessel deal for Woodbury fell through.... Because Milt Britton had an attack the other day, Procter & Gamble's are stuck for a comedy band for their Hipp affair Saturday morning in Baltimore....General Electric listened to the Benay Venuta-Sid Gary-WOR sustaining....Benny Gaines, Boston's impresario of the swanky Mayfair, was in town to scout up name talent for the spot. Sheila Barrett opens the 31st with Cross and Dunn coming in April 7 followed possibly by Belle Baker....Joan Abbott begins a series of Warner shorts in two weeks....Helen Fox, CBS hostess returned to the fold yesterday after a long illness.*

● ● ● Jack Benny's show will again be aired from the Pierre hotel in N. Y. Sunday. Script calls for a hillbilly routine...."The Bee" missed out on making the Hit Parade by only one plug last week....Lester Lee set Zeke Manners for the Ford show a week from tonite....Vick Knight after producing "We, the People" Sunday (Gab Heatter's final was tops) was rushed home and is bedded with infected tonsils which are left-overs from a recent operation....Harold Waldridge, movie comic, is being groomed for a new commercial.

● ● ● *Edgar Higgins, Jr., has joined the News and Special events dept. of NBC, coming from the editorial staff of the N. Y. American....Those honored few at the Mike Porter party the other nite aren't over the effects....Louis K. Sidney, WHN head, is writing a book on bridge with Fred E. Ahlert called "Smart Bridge" ....Ray Block is composing a suite a la Grofe....Mills Brothers are slated for a spot on the Ed Wynn show soon.*

● ● ● "Hodge White," whom people believe is a myth on the Fred Allen show, is a crippled cigar-store owner in Dorcester....Frank Gaby, Joey Ray, Rose Marie and Frank Silver's ork did a 30-minute waxing for a potential sponsor....Senator Glass will do his second airing of his career Monday via CBS attacking FDR's plan....Jessica Dragonette will do "2 Tickets to Romance" tomorrow night....Al and Lee Reiser are on that Griffin-Remsen commercial tonite....Mickey Alpert will shortly give to his close friends 100 shares of "Kayrand" stock (now on the Canadian exchange and listed at 25) for their kindness in making the "way" easier....Don Foster, sound effects man for WLW, became a father the other day and named the boy "Don Lee," which prompted Paul Kennedy, radio editor of the Cinn. Post to ask why. "Because he was mutual" answered the pappy..... Tenth anniversary of KWK, St. Louis outlet of NBC-Blue, will be celebrated tomorrow night in Convention Hall, that city, before a visible audience of more than 13,000 with a lively musical show headed by Fred Waring's gang. Show will be aired 11:30-12 midnight EST.

CHI. ORK IN SIT-DOWN OVER SOCIAL SECURITY

(Continued from Page 1)

not the hostelry. Petrillo came back with the dictum that hotel was employer and consequently should pay the tax for the Jesters. When hotel operators resisted, he yanked band from dining room, which went musicless over the week-end.

Petrillo further stated that the leader of band only acts as agent for his boys and is in no wise to be considered as employer and that tax is to be borne by hotel.

Similar situation existed Saturday night when Joe Sanders, slated to open at 7 p.m. at the Blackhawk Cafe, didn't take his men on the stand until okay from Petrillo at 7:15, when Otto Roth, manager of the night spot, agreed to pay security tax, as have all other night spots with exception of King's Jesters place of employment.

Big Rise in Business For WCOA, Pensacola

(Continued from Page 1)

spot and local business from Jan. 1 to March 4 was 252.3 per cent greater than the same period in 1936. Network business for the corresponding period showed an increase of 502.3 per cent.

WCOA is owned by John H. Perry, publisher of the Pensacola News-Journal, and through the cooperation of these newspapers has developed several interesting promotional ideas. New national programs on WCOA are also merchandised to listeners by banners attached to the back of each taxicab of the largest cab company in Pensacola, calling attention to the time of broadcasts and sponsors.

Another contributing factor to the success of WCOA is the recent development of the Naval Air Training Station, "Annapolis of the Air," which is located in Pensacola. In 1936 the payroll of this branch of the service was increased to $5,000,000, which boosted sales in the Pensacola market.

H. G. Wells is station manager of WCOA.

11 National Accounts Are Signed by KSTP

(Continued from Page 1)

Welch Grape Juice, Mondays through Fridays, spots; Malt O'Meal, three a week on the Household Forum, participating kitchen clinic; Longines Watches, time signals; Listerine, spots.

Brookes Subs for Harper

Richard Brookes has been selected by WNEW to take over Earl Harper's broadcasts, "Inquiring Microphone," while Harper is in Florida covering baseball assignments. Brookes will conduct the six-a-week show for a little over three weeks.



MOST widely listened-to news program of station KFYR, Bismarck, since January first has been the "News from Capitol Hill" feature aired nightly at 10:06. Program featured complete resume of the North Dakota legislative day and was written by Marc J. Connelly, veteran North Dakota news-gatherer. Station announcing staff read the stuff. Connelly made northwest radio name by his distinctive style. When session adjourned, broadcast was continued under head of "KFYR News Bureau on the Air" and features complete roundup of state news. Feature now written by station news staff and by Roy H. Brandt, news director.

Harold and Dorothy, 12 and 14, brother and sister, whose two-part harmony is one of the headline features on the Iowa Barn Dance Frolic and Sunset Corners Opry, are now heard on a new thrice weekly series produced at WHO, Des Moines, and sponsored by Postal Life & Casualty Co.

Lem Turner, comedian-musician, and The 4 Dons, novelty instrumentalists, have a new series sponsored by Crazy Water Co. over WHO.

Thomas P. Thompson, City Manager of Norfolk, Va., opened a series of ten programs sponsored by the League of Virginia Municipalities with talk labeled "A Municipal Tax System and the Taxpayers." Show will continue with prominent local officials to fill the spot for the remaining weeks. Broadcasts are on Wednesday at 7:15 p.m.

During the course of the Southeastern Surgical Congress in Charlotte, WBT had as speakers some of the outstanding medical men in the United States. The Congress itself drew the most distinguished surgeons in the nation to Charlotte. For the first time in the history of such medical gatherings, radio talks were scheduled for principal speakers.

Philco Morning Melodies, new show sponsored by A. K. Sutton, Inc., over WBT, Charlotte, is becoming one of the most popular spots on the WBT daily schedule of variety. The 15 minute program combines the talents of some of the outstanding entertainers and artists in the South. Jane Bartlett, pianist, violinist and singer; Marie Davenport, organist, and Martha Dulin, interpolator and announcer of Morning Melodies, make a smooth team.

A series of eight programs has been started by the Omaha Altrusta club on KOIL at 4:30 p.m. Thursdays. Club members will take turns at appearing on the program. Subject of the first broadcast was "Essentials for A Successful Career." A new 15-minute series at 1:15 p.m. Mondays through Fridays has been started by Prudence Penny (Martha Bohlsen) of Omaha Bee-News. Mary Martin (June Pierce), who formerly conducted this program, now is devoting full time to being secretary for the newspaper's Homemaker clubs.

Magic Washer soap now is sponsoring the "Millie and Tillie" program over WOW, Omaha. New time is 5 p.m., Mondays, Tuesdays, Wednesdays and Saturdays. The program formerly was a sustainer.

WCAE, Pittsburgh, today begins its All-Star Varieties series (Norge) with Barry McKinley and Ray Noble's ork as the first of a long array of stars to be heard.

The Electric Kitchen Bureau of Omaha again is sponsoring the "Electric Kitchen of the Air" series, aired for 15 minutes at 3 p.m. each Tuesday and Thursday over WOW, Omaha. The programs originate in the model electric kitchen the bureau maintains, Home Economics Expert Alice Ward has charge, Program Manager Harry Burke is announcer and each program has a different Omaha grade school girl as "guest star."

The annual Easter Sunrise Service from Hollywood Bowl in Los Angeles — a service which attracts thousands of worshippers from all corners of the globe—will be heard from coast-to-coast over the Mutual Broadcasting System on March 28 from 8 to 9 p.m. EST. Immediately following this broadcast, 9-9:30 a.m., EST, Mutual will present the Mt. Helix Easter Service from San Diego, California. A 200-piece symphony orchestra and large chorus will take part in this latter service.

A dramatization of the story of Hawaii will be given by the Friendly Guide on the Have You Heard program presented by NBC in cooperation with the U. S. Office of Education on March 23 at 3:45 p.m. EST over the NBC-Blue network.

ONE MINUTE INTERVIEW

ZINN ARTHUR

"I find that listeners don't like too much singing with dance orchestras. They want to hear more good instrumental music. A reduction in the number of singers and substitution of quality for quantity will create more attention for the dance bands. I do the vocals with my orchestra but limit them on each broadcast in favor of tunes which are primarily not for song purposes but embody dance rhythms."

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS RECEIVED

Honolulu Broadcasting Co., Ltd., Honolulu, Hawaii. CP for new station. 1010 kc., 250 watts, unlimited.

Fall River Herald News Publishing Co., Fall River, Mass. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

Ohio Broadcasting Co., East Liverpool, O. CP for new station. 1270 kc., 250 watts, daytime.

Crosley Radio Corp., Cincinnati. CP for new high frequency station. Amended to delete frequencies 31600, 35600, 38600, 41000 kc. and add frequency 26550 kc.

Allen T. Simmons, Talmadge, O. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

Minnesota Broadcasting Corp., Minneapolis. CP for new high frequency station. 26100 kc., 150 watts, unlimited.

Indianapolis Broadcasting, Inc., Indianapolis. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Journal Co., Milwaukee. CP for new relay station. 1646, 2090, 2190, 2830 kc., 50 watts.

New Biz for WBT

Charlotte, N. C.—Pure Oil Co. of the Carolinas has signed for 52 hundred-word announcements weekly over WBT, through Freitag agency of Chicago.

General Mills, Minneapolis, besides renewing its Wheaties and Red Band Flour contracts for 52 weeks, also is using 100-word studio announcement weekly on Red Band flour. Sample & Hummert, Chicago, is the agency.

Acme Lead & Color Works, Detroit, through Henri, Hurst & McDonald, Chicago, will use a 15-minute transcription weekly.

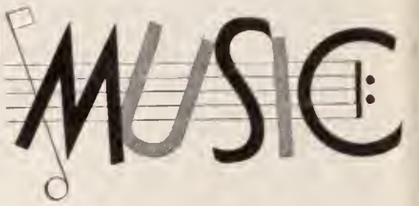
Rumford Baking Powder is inaugurating seven temperature and seven time signal announcements weekly for 26 weeks, via Atherton & Currier agency, New York.

Slogan Contest

Pendleton Distributing Co., Shelby, N. C., is offering a Gibson electric refrigerator for the best slogan submitted during a contest conducted on Pendleton's "Hook, Line and Sinker" program over WBT, Charlotte. The slogan must not be more or less than ten words and may pertain to any fact about Gibson, manufacturers of refrigerators for 60 years.

Connie Boswell in Hot Springs

Hot Springs, Ark.—Connie Boswell, one of the three sisters of radio fame, is visiting here and will remain in Hot Springs during the racing meet. Miss Boswell is taking a course of baths. She said she was not under contract at present.



JOE SANDERS, who is back at the Blackhawk Cafe, Chicago, is airing his ork nightly over WGN and the Mutual net.

Alfred Hertz, renowned conductor, directed the Fresno Symphony Orchestra in a program over KYA, San Francisco, and the CRS network Friday night. It was one of the outstanding musical events of the season on the network.

Ray Shannon and his "Toy Band" program move to three new spots over WLW, Cincinnati, on March 29. They will be heard 5 p.m. Mondays, Wednesdays and Fridays. Curtiss Candy Co. (Baby Ruth bars) is sponsor.

WHN has signed the Hickory House to broadcast Joe Marcella and his orchestra. With him will be the new swing harpist, Del Gerad. Joe Marcella will feature his mad swing fiends and his torrid clarinet.

Marion Melton, new WHN songstress, will soon be heard with Irving Aaronson's ork. Miss Melton is a former history and economics school mar'm who turned blues and swing swinger. She made her debut last year at Leon and Eddie's and proved a sensation.

Shep Fields, whose air activities were formerly limited to swinging the baton over his orchestra, has a new role on the Rippling Rhythm Revue, heard Sunday nights over NBC. Discovering that Shep's voice was excellent for radio, he now is taking a speaking part on the show, acting as foil for Judy Canova, who helps m. c. the program.

Joe Reichman and his orchestra get the Cocoanut Grove spot in Los Angeles' Hotel Ambassador with a CBS wire.

Glen Gray and the Casa Loma Orchestra will take over new territory when they go into the swank Los Angeles "Paloma", sometime in May.

Rudolf Friml, Jr. and his orchestra, who will be heard over WEAF starting March 30, have been signed to a two-year recording contract by Master Records.

Rockwell-O'Keefe will provide orchestras for the Playland Casino in Rye from May 15 on through the summer months, according to a contract just signed.

Norman Cloutier of Hartford, Conn., musical director of the "Merry Madcaps", made his initial New York radio appearance as director and arranger of "Weekend Revue" on Saturday.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

MAY SINGHI BREEN and Peter De Rose have kept their collective ear to the ground and now reveal that....when audiences leave the studios after ten of the more impressive NBC broadcasts ....20% of the femmes post-mortem the broadcast....the other 80% ad lib about other women, their families and the show-shops....70% of the less loquacious sex do a basso-profundo about the just-heard program and the remaining 30% exchange prejudices anent sports, weather and families...Henrietta Norman...gal about the Hollywood Studio Club and KFWB star, planning a Radio Club along identical lines....with the Hollywood contingent, guest-appearing from New York, backing her up solidly....Maxine Smith, femme flicker-editor of the Chicago American helping Bob Crosby see the town.... the town crowds in to see (and incidentally hear) Bob at the Congress....Marion Melton, WHN vocalizer, soon to be heard with the Irving Aaronson ork once purveyed history and economics to the infant-ry....

▼ ▼

Fashion Note: When Helen Flint appeared at the WHN Movie Club last Friday she was in green to her fingernails...Subbing for Mrs. Eunice Barnard on the "Heinz Magazine of the Air" program March 22 is Loire Brophy who authored "If Women Must Work"....She'll tell the gals things about "How to Help Your Husband in Business"....Her spouse is John McNeil of the NBC Sales Department ..... Oh-so-British Doris Hare to pen and ink every line of the script for the new NBC series herself....Little Hans will have a "Let's Pretend" when the Dutch lady who wrote to Nila Mack completes her plans....She asked for aid in organizing the program for Netherland tots....Marge Morrow back at CBS....Strange as it may seem.... Countess Olga Albani has refused to do a feature flicker....for health's sake....

▼ ▼

Isabel Manning Hewson, WOR's "Petticoat Philosopher", the gal with the newspaper woman's diction, who never worked on a paper, hates gush and hysteria.... Was a Philadelphia socialite who authored ads for N. W. Ayers....thinks the gals can be just as sporting as the lads ....and is sure they like chit-chat about international affairs as well as they do suggestions concerning their this year's wardrobe....She tries to give them what she thinks they like....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 11 of a Series.

KSO — Des Moines, Ia.

LUTHER L. HILL, Mgr. CRAIG LAWRENCE, Comm. Mgr.

KSO, servicing every county in Iowa, is owned and operated by Iowa Broadcasting Co. and is one of the three stations operated as a network by the Des Moines Register and Tribune. Its effective service area covers nine counties in Central Iowa with a population of 600,000 and 113,108 radio homes. This same area does an annual retail business of $150,904,350. Its entire coverage includes 99 counties in Iowa as well as counties in bordering states.

* * *

THE station is a member of the NBC basic Blue network. In addition to the network shows aired from this source, KSO is able to broadcast from three different cities in Iowa. Together with KRNT and WMT, it comprises a network that covers the entire state. Leased wires keep the three stations in constant contact. WMT talent and programs are always at the disposal of KSO. But important as network affiliations are, KSO is not just another outlet for a web. It is a fully staffed and equipped station, vitally aware of local interests, viewpoints and personalities.

* * *

POSSIBLY the greatest benefit which comes to KSO as a radio station of the Des Moines Register and Tribune is the news coverage made available to the station. The newpaper has 300 correspondents constantly at work covering the entire state, and each man is a potential correspondent for KSO. This news service is of even greater interest to the Iowans than the International News Service and United Press bulletins that are broadcast at regular intervals over KSO.

* * *

KSO's 370-foot optimum height International Stacey Self-Supporting tower is located six miles from Des Moines. A concrete building houses the station's new high fidelity RCA transmitter. Studios are located in the Register and Tribune building in Des Moines and consist of a number of studios with a large lobby to contain the visitors. A fully equipped sound truck is available at any hour of the day or night for remote pickups from any point in the state. KSO's payroll contains seventy names. Forty-five are regular staff members and the other 25 include artists and special talent. KSO is on the air daily from 6:30 A. M. to 1 A. M. the next morning.

Radio Education Parley May 3-5 in Columbus

Columbus—Eighth annual institute for education by radio, "to further broadcasting of valuable programs by calling attention to the most meritorious ones of each type," will take place May 3-5 at the Ohio State University. Awards will be made to educational institutions and to commercial stations offering the best educational programs.

Among those on the institute program are Judith Walker of NBC, Frank N. Stanton of CBS, Levering Tyson of the National Advisory Council on Radio in Education, and others.

WNEW Signs Trio

The Hot Peppers, a vocal trio now appearing at a local night spot, have been signed by WNEW and will be given a sustaining program every Monday, Wednesday and Friday, 7:45-8 p.m.

Bernard Quits Don Lee

West Coast Bureau of THE RADIO DAILY

Los Angeles—Don Bernard has resigned as head of production for the Don Lee System. Bernard plans to enter the free lance radio field.

Advanced Spellers on WOWO

Fort Wayne, Ind.—High schools of 19 northern Indiana and western Ohio counties are competing in a spelling contest aired in cooperation with WOWO and the Fort Wayne Journal-Gazette. Winner gets a trip to the Cleveland Exposition to compete in finals for other valuable prizes, including a $250 award to be applied for further education of the winner.

J. A. Becker, Westinghouse station relations department, arranged the contest and will act as m.c. Broadcast takes place Mondays, 8-9 p.m., and Saturdays, 4:30-5:30 p.m.

Winchell Shifts East

Walter Winchell's next Jergen's program will originate in New York studios of NBC and will continue so until summer vacation. Winchell left Hollywood by train last night for New York, in company with Blayne Butcher of the Lennen & Mitchell agency.

Kay Parsons On WNEW

Kay Parsons, the "Girl o' Yesterday," has been signed by WNEW for a Tuesday and Friday 8:30-9 p.m. program of old favorites. She is an authority on old tunes and has the biggest private library of them in the country.

SELLING THE STATION

WCPO Letter Contest

Cincinnati—WCPO yesterday started a prize letter contest for the best 25-word letter on the subject "Why I Listen to WCPO." Contest will run four weeks and the writer of the best letter will be awarded a new Ford V-8 Sedan. Station is now operating on its new schedule, 6 a.m. to 12 midnight on weekdays and 7 a.m. to 11 p.m. on Sundays.

WFIL "Community Salutes"

WFIL, Philadelphia, will introduce a new idea in "community salutes" when the small town and suburban village "gentlemen of the press" are highlighted in a series to be known as "Village Vignettes." Scheduled to get under way April 1. Mythical visits will be paid to each of the 52 largest communities within WFIL's primary coverage area. In singling out the small town fourth estaters, Don Withycomb, WFIL general manager, reasons that "inasmuch as the ultimate growth of WFIL, or any other radio station, is completely dependent on the collective prosperity of the towns that make up its coverage area, we do well to salute them," he said.

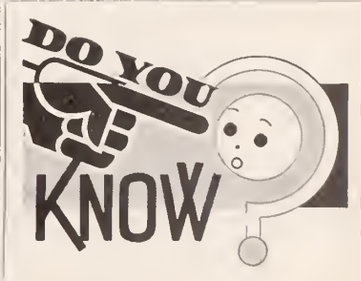
The 4 W's of WCSH

WCSH, the Yankee Network station in Portland, Me., has issued an informative booklet, "4 W's," telling the Who, Where, When and Why about itself.

First comes an interesting page on "Who Listens." Then some facts on "Where They Listen." This is followed by data on "When They Listen—and How," with a tabulation of the age and sex of the station's radio audience, as well as daily listening habits sub-classified by incomes, size of city, time zone and days.

For a windup, the booklet explains "Why They Listen."

The brochure is an ideal example of station-salesmanship.



Denmark holds the European lead in radio set density, having more than 652,000 sets among its population of 3,500,000.

ANNOUNCERS

DUTCH REAGAN, sports announcer at WHO, Des Moines, has left for Catalina Island with the Chicago Cubs. He returns in about two weeks, primed for his baseball broadcasts.

RONALD COCHRAN, formerly of Rock Island, has joined KRNT, Des Moines.

BEN HARDMAN has been promoted to news announcer at KSO, Des Moines.

R. C. LYLE and W. HOBISS will describe the Grand National Steeplechase at Aintree, England, to be brought to this country via NBC-Blue net at 10-10:30 a.m. Friday.

BOB STANLEY of KYA-CRS, San Francisco, is continuing his medical studies. He was graduated from a pre-medical school in Philadelphia a few years ago.

HENRY B. HOOK has joined the announcing staff of KGLO, the Globe-Gazette station, Mason City, Ia.

JACK KERRIGAN, new announcer at WHO, Des Moines, has moved to that city with Mrs. Kerrigan from Davenport.

RAY BARRETT, new addition to the staff at WDRC, Hartford, Conn., is having a hectic time conducting "The Shoppers Special."

DALE MORGAN of KSO, Des Moines, was honored with a "Dale Morgan Day" last week at the Globe department store. He gave two long "inquiring mike" programs from the store. Full page ads were used for the event.

New WMAS Accounts

Springfield, Mass.—Two more commercial programs added at WMAS here are: Adaskin Furniture Co., signed for one year, "Komedy Kingdom" a variety show on the disks, Monday nights; Dunhills Clothing store, signed for one year, Friday afternoons, "Hold the Press," also on the disks.

WMAS also has added two one-minute flash broadcasts to the commercial list. They are the Kavanaugh Furniture Co. of Springfield, and the New York, New Haven & Hartford Railroad.

New Antenna for WENR

WENR, NBC-Blue outlet in Chicago, has applied to the FCC for permission to erect a new type vertical radiator antenna. Two other NBC outlets, WDAF, Kansas City, and WXYZ, Detroit, at present are erecting vertical antennas.



March 16

Greetings from Radio Daily

to

Lewis MacConnach

Henny Youngman

AIR PARADE IN REVIEW

"RADIO CLINIC"

Sustaining

WBNX, Sundays, 5:30-5:45 p.m.

DRAMATIZED MEDICAL EPISODES HOKED WITH SOB STUFF AND SUSPENSE FOR FAIR RESULTS.

Announced as being the first radio revelation of "secret facts of medicine," this turns out to be a harmless enough dramatization. Initial show, authored by Roland H. Burke and directed by Dexter Hall, deals with professional blood donors. Episodes depict a conflict between a donor and his wife, who wants him to stop giving his blood even though they need the money, but who is induced to give in by the pleadings of a doctor and a mother whose baby will die unless a quick transfusion is effected. Some of the dramatics are a bit frenzied, but on the whole the skit carries suspense. Finale points out that there is no danger in being a blood donor.

"NEW IDEAS"

Sustaining

WINS, Saturdays, 5:30-5:54 p.m.

JUST ANOTHER VARIATION OF THE AMATEUR SHOW, WITH POSSIBILITIES.

Purpose in back of this new series is to give anybody with an idea, whether for a monologue or a serial production, a chance to present his stuff over the air. Opportunity is afforded to acting as well as writing talent. It's an extension of the amateur vogue, with certain possibilities especially from the angle of public participation. First program was headed by Stanley Fields, a Brooklyn radio announcer, in the first episode of his "The Wandering Sap," dealing with a traveling salesman who falls in the hands of Mexican revolutionary plotters and is forced into their scheme. Skit lacked professional polish, and the Mexican dialects were too patently phony. Then there was a short monologue by Eugenia Cammer as a chattering stenog. She sounded as though she might be developed into something. Martin Weldon, announcer, is conducting the series.

GREEN BROTHERS

(Marimba Band)

Sustaining

NBC-Red network, Sundays, 12-12:30 p.m.

PLEASING MUSICAL PROGRAMS FOR DIALERS WHO LIKE MILD AND SOOTHING.

First of a new series by the Green Brothers started off without any particular distinction, although the numbers offered were enjoyable enough in their way. Repertoire included "Swing High, Swing Low," "Dinah," "When My Dream Boat Comes In." "Siboney" and others, embracing a fair variety. Program recommends itself to listeners who go for the languorous and genteel melodies.

"STRATHMORE SERENADE"

Levitt & Sons

WOR, Sundays, 11-11:30 a.m.

Frank B. Johnston

CRISP, LIVELY AND TUNEFUL VARIETY BILL NICELY HANDLED ALL AROUND.

This is one of the liveliest Sunday morning variety programs to come along in some time. Talent is good, material selected for the opening show was thoroughly pleasing, and intelligence marked the commercials. With "Home" as an appropriate theme song (sponsor sells Long Island homes), the show got under way with "Serenade in the Night" sung in a clear baritone by Barry McKinley, then came "Sweet Georgia Brown" by the Charioteers, followed by "Goodnight, My Love" and "Moonlight and Roses" by McKinley, "Tain't So" and "Dinah" by the Charioteers, a couple of numbers of Harry Brewer, xylophonist, and other items. The accompanying orchestra, un-named, did .outstanding work. Announcers are Jerry Lawrence and Ray Winters.

"LET'S GET TOGETHER"

Rolls Razor

WOR, Sundays, 3:15-3:30 p.m.

Kimball, Hubbard & Powell

SNAPPY MUSICAL E.T. SERIES WITH GOOD ARRAY OF TALENT AND LIVELY ROUTINE.

Produced by B. Charles-Dean, with Ernest Chappell as m. c., and with Al and Lee Reiser, the Three Marshalls, Jean Ellington and Glenn Darwin in the lineup of entertainers, this electrically transcribed series is an excellent program of its kind. After a little introduction, the entertainment starts off with the Reisers doing "I've Got Rhythm" on the piano, followed by Jean Ellington singing "There's Something in the Air," the Marshalls warbling "I Can't Give You Anything but Love," another piece of good vocalizing in baritone vein by Glenn Darwin, and various other pleasing bits of song and banter.

"FITCH ROMANCES"

(Gene Arnold and the Ranch Boys)

Fitch Shampoo

NBC-Red Net (WMAQ, WCAE, WTAM, WWJ, WEAF), Saturdays, 11:45-12 noon.

L. W. Ramsey Co., Davenport

LIKEABLE MUSIC AND TALK PROGRAM COZILY HANDLED BY GENE ARNOLD.

Typical of Gene Arnold's homey programs, this new quarter-hour combines soothing vocal numbers and melodies by the Ranch Boys and a salon trio composed of Larry Larsen, organist, Rudy Mangold, violinist, and Edward Vito, harpist; poetic recitations by Arnold, and some romantic narrative. Listeners are asked to write in about their own romances as material for the program.

Plenty of non-jarring entertainment has been packed into the 15 minutes.

GUEST-ING

FRANK PARKER has been signed for two guest star appearances on the Ben Bernie-American Can program on March 30 and April 6. Herman Bernie booked Parker for the broadcast. Program is heard on NBC-Blue, Tuesdays, 9-9:30 p.m. and broadcasts will emanate from Miami.

KATHERINE LOCKE of "Having Wonderful Time" and MAURICE EVANS, British star, will be Bide Dudley's guests on Friday over WOR.

VILHJALMUR STEFANSSON, noted explorer, will be heard over WMCA at 2:30-3 p.m. on Saturday as guest at the luncheon of the Women's Division of the American Committee for Settlement of Jews in Birobidjan.

RUDI GRASL, musical mimic, has been added to the cast of Thursday's Vallee Varieties over the NBC-Red network, 8-9 p.m.

MARIAN ANDERSON, Negro contralto, will be soloist of the General Motors Concerts next Sunday, 10-11 p.m.. over the NBC-Red network.

New Philly Business

Philadelphia—Recent new business signed by local stations:

Norge Rollator (refrigerators), thru Cramer-Krasselt, 13 weeks, Mondays and Fridays, 9:15-9:30 a.m., ET. WCAU.

Oneida Ltd. (silverware), through BBDO, 13 weeks, quarter hour period weekly. "Peggy Tudor," ET. WCAU.

Breyers Ice Cream Co., thru McKee-Albright-Ivey, 26 weeks, Monday thru Saturdays, news flashes, weather reports and 312 spot announcements. WCAU.

Graham-Paige (autos), thru U. S. Advertising Corp., 13 weeks, Monday thru Saturdays, 11-11:05 p.m. News shot. KYW.

Richard Hudnut (perfumes), thru BBDO, 13 weeks, Fridays, 6:45-7 p.m. Orchestra. KYW.

Start Temperance Series

Women's Christian Temperance Union, Chicago, will start a series of quarter-hour electrical transcriptions on 50 stations this week. Disks are running under the title "Americans to the Rescue." WCTU is said to have appropriated $140,000 for radio campaign which is designed to point out the evils of mixing alcohol with gasoline.

Appreciate Devotions

Des Moines—Rev. H. W. Lambert, who has been conducting Morning Devotions over WHO from 5:45 to 6:00 a.m. six mornings a week since Feb. 8, has received letters of appreciation from 15 states, including New York, Louisiana, Oklahoma, Virginia, Pennsylvania, Michigan and Tennessee.

Morning Devotions over WHO are non-sectarian services.

COMMENTS ON CURRENT PROGRAMS

Spelling Bees

Among the angles of entertainment for radio listeners in spelling bees is the amazing amount of bad spelling that exists, even among college students. In Saturday's NBC-Red network set-to between Princeton and the U. of Chicago, one word was tackled by seven men before one of them finally got it right. It would seem that, to make these contests fair, when a word is mis-spelled, the next contestant should be given a different word. Otherwise the second man enjoys the equivalent of having two chances at the word—while the sixth man to get a crack at the same word has the advantage of knowing five ways that it *isn't* spelled and thus has a better chance at guessing the right way.

For genuine spelling bee entertainment. however, the program conducted by Dr. Harry Hagen for Chase & Sanborn over WMCA on Saturday evenings is recommended. Dr. Hagen relieves the spelling routine by engaging each of the young contestants in a little amusing conversation about their ambitions, behavior, etc. He does a fine job.

Rines Orchestra

For bright and merry entertainment in the Sunday a.m. hours, the Rines Orchestra program aired for Iodent via WJZ at 11:30-12 is hard to beat. It's supposed to be a peek behind the scenes of radio, the witnessing of a rehearsal, but it runs off far too smoothly to be in the rehearsal class. Plenty of good items, too, in the show. Joe Rines, as m.c., sets a lively pace. Morton Bowe, the prolific and rising tenor, vocalizes very pleasingly. Mabel Albertson and Pinky Lee do well by the comedy. And the comedy material caught last Sunday, incidentally, would do credit to any major program.

Jack Benny—Fred Allen

It was a case of when "wit means wit" on Sunday night when Fred Allen broke into the Jack Benny show, just as Benny was trying to sing, or "coughing to music" as Allen termed it. Allen did to Benny's show what Benny did to Ben Bernie's program just before the Jell-o comedian left the coast for New York recently. Which is to say that Allen stopped the performance. In fact, he did more than that. He nearly wrecked it with rapid fire quips. And he did it despite a cold. It was the most terrific exchange of satirical shafts, the biggest duel of wits, that the airwaves have had the pleasure of conveying these many years. Schlepperman also did his very helpful share, while Mary Livingston was in good form and Abe Lyman contributed his share. All in all, some program!

"Magic Key"—Robert Irwin

RCA's Sunday afternoon stanza on the NBC-Blue maintains its high, even tempoed style of entertainment, always with plenty of variety and worth-while fare. Newcomer Robert Irwin, introduced by John MacCormack as his first protege, one to whom he actually wrote a fan letter when he himself first heard him, seems to be a baritone of parts, and sung as though he were the young John MacCormack of some years ago. Voice is of fine timbre and range, diction is good, and there is no straining for flashy effect. Just good honest singing.

Georges Enesco, Rumanian composer-conductor, was also heard to advantage, likewise Helen Jepson, and Dudley Digges and Sara Allgood in a scene from "The Whiteheaded Boy." Frank Black conducted the big symphony orchestra in varied selections.

"Show Is On"

In view of what was to be expected from Broadway's chief musical hit, the half-hour Sunday broadcast of "The Show Is On" over the NBC-Blue network was a decided disappointment. The skits and other material, with the exception of a couple of hit songs, seemed well below the standard of original radio stuff. Reginald Gardner displayed a fine singing voice, but Bert Lahr's comedy was a bit drawn out, and even Beatrice Lillie was less amusing than she usually is on the air.

Rippling Rhythm Revue

This variety program, shifted Sunday to the 9 p.m. spot on the NBC-Red network, is in need of jacking up. It particularly cries for a master of ceremonies of some weight to pilot the proceedings. The musical background by Shep Fields and his musicians is good, Frank Parker's singing is always enjoyable, and the Canovas can be depended upon to deliver if they have the lines and the pace. But somehow last Sunday's show was a far cry from the bills that were put on when Paul Whiteman headed the program.

"Pepper Young's Family"

This grand little stock company of the networks has been pursuing the even tenor of its way for about four years, originally being an evening program as "Red Davis." Procter & Gamble, in the interest of Camay soap, has a double strip across the board, same show both a.m. and p.m., latter at 3-3:15. Elaine Stern Carrington has managed to maintain a very steady type of script, always carrying interest and consistently switching to avoid dullness. Currently, the new contest started by P. & G., giving away 25 trailers, Ford cars and 1,000 gallons of gasoline is burdening the show with almost unprecedented long commercials, even to the extent of having it woven into the script in one spot. Announcer follows up with the details and at the finish of the show caught, actually held forth for no less than the closing four minutes. Announcer ought to get a Ford, trailer and load of gas himself; he earns it.

Cast of "Pepper Young's Family" comprises Jack Roseleigh, as Mr. Young; Marion Barney, as the mother; Curtis Arno as Pepper, and Elizabeth Wragge, as Peggy, the daughter. Latter has virtually grown up with the program. Other characters are written in from time to time such as Biff, played by Laddie Seeman and his pa, played by Ed R. Wolfe. It is superfluous to mention the smooth legit job of the cast, individually and as a company.

Promotions at KFYR

Bismarck, N. D.—Recent changes in KFYR staff brings Dick Burris a promotion to program director and Roy H. Brant to join announcing staff to handle news director's post. "Dub" Everly and Ivan Lorenzen go on duty at the transmitter, while Dick Kaiser takes relief operator's and remote engineer's assignment.

CBS Easter Broadcasts

CBS has set 12 special pre-Easter musical broadcasts, starting with the Swarthmore College Glee Club on the air at 4:15-4:30 today and winding up with the Guilford College A Capello Choir at 4:15-4:30 p.m., March 29.

Awards Boost Listeners

Cleveland—WTAM has two commercials using awards, which are building up the listening audiences. Spang Bakery sponsors a Junior Safety Club. Each week some young hero in the vicinity of Cleveland is cited for bravery. Leisy Beer has a 15-minute sports shot with Tom Manning. Once a week this WTAM program honors some amateur athlete in this vicinity with a sports award.

New Engineer at KFKR

Oklahoma City—Tom Banks Jr. is appointed chief engineer of KFKR, to succeed Horace Marrinan, resigned. Dean Hiatt succeeds Frank Goodson as assistant engineer.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

RADIO STATION!
AUDITORIUM!
DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075

☆ Chatter ☆

JOHN HELD JR., artist, novelist, short story writer, at present master of ceremonies of the Varsity Shows emanating from various colleges and aired on the NBC-Red network, is obliged to do considerable air-traveling. One week he will be on the east coast, next week in the west, and other times somewhere in between. Last Friday he did his stint from the University of Iowa. Even a birthday for his four-year-old daughter, Judy, in New Orleans, had to be postponed until papa could fly to the festivities.

Ross Wilson, engineer at WMT, Waterloo, and Mrs. Wilson are recovering from auto crash injuries.

Nancy Grey, conductor of "What's New in Milwaukee," daily fashion program over WTMJ, has returned from a two week's vacation in Mexico.

Edith Schlytern, director from WLS, Chicago, is conducting tryouts in Watertown, Wis., for the WLS radio community talent show to be presented there March 18-20.

Gaston Grignon, manager of WISN, Milwaukee, and who is convalescing from an operation, lost his mother, Mrs. Anna Grignon, recently.

Lester L. Morse is advising gardners in a new series of broadcasts each Monday, Wednesday and Friday at 8:40 a.m. over WTMJ, Milwaukee.

Walter Haase, studio manager of WDRC, Hartford, recently returned from a winter vacation spent in Miami. While there, he was invited on several fishing excursions and came back with some "big fish."

They're now calling Ernie Grewer "Papa" around KFYR, Bismarck, N. D. The control operator is oldest man on the staff in point of service having been with KFYR for eight years. It's a boy, named Jerry, and he has red hair. Everybody doing fine, thank you.

WHO Playhouse, Des Moines, has a new writer in Dick Anderson, who announces the program and occasionally plays parts in the dramas. He is the author of "Only Five Were Killed," presented over WHO Sunday.

Ray Howell, for 14 month a member of the staff of KIRO, Seattle, has left to free-lance with a daily commentator and narrator series over KIRO, entitled "With Them It's Different."

George Marshall Durante, director of the School of Radio Technique, announces he is having his sound studios modernized and is adding more new equipment. Durante has the same brand of Western Electric amplifiers and RCA Blue Ribbon microphones used in broadcasting stations.

Bill Morrow and Ed Beloin, Jack Benny's gag fashioners, never read humor gags because they're afraid of unconscious plagiarism.

Jack Mills, the music tycoon, observes that the 25 per cent increase in borrowing of books on wit and humor reported by public libraries directly parallels the percentage of comedians who have been added to radio during this season.

"The O'Neills," on both NBC networks daily, was selected as the most popular daytime show in a survey conducted on the West Coast by a major film company which is in the market for radio scripts that can be picturized.

NEW PROGRAMS—IDEAS

Radio Soap Box

To develop an editorial feature without taking sides in controversial matters, WMBH, Joplin, Mo., inaugurated a Radio Soap Box. The leader of the "soap boxers" is Bruce Quisenberry, special events man and star announcer.

Letters from anyone and almost on any conceivable subject are read on the program. Discussion of the letters so read is invited. The Soap Box leader endeavors to supply the "soap boxers" with information on the current trend of the different phases of life brought up for dicussion. He also makes his personal comment, when he believes it necessary.

The announcer, in opening and closing the program, makes the statement, however, that the opinions expressed on the program are not necessarily those of the station, which remains neutral.

"Perfect Wife" Series

Bill Brown, WMT announcer, who handles the "Movie Man" broadcast, is now conducting a series of interviews in an effort to determine just what the "perfect wife" is like. This program, under the sponsorship of the Hartman Furniture Co., and the Paramount Theater of Cedar Rapids, is fast proving itself to be one of the most popular programs heard over WMT and comes direct from the lobby of the Paramount.

Amateur Announcers

Twelve sponsors in Joplin, Mo., have banded together to present a novel show over the local station, WMBH. Program, presented in the form of a contest, is tagged, "I Wanta Be An Announcer". Each weekday two spots programs are presented with contestants reading the commercial announcements of one of the 12 sponsors. All announcers employed are amateurs with ambitions of breaking into broadcasting. Program set for 13 weeks.

Testing Educational Series

Philadelphia—Board of Education and WCAU, with the cooperation of the Franklin Institute of Modern Science, have arranged a test series of radio programs which may become an integral part of the Board's program of education next school year. Starting March 29 and continuing for 12 weeks, the Chemistry Club of a local high school will be brought each week to the Institute for an experimental radio lecture. Quarter hour period will be apportioned to the Institute's chemistry director, the high school's chemistry teacher and for a round table discussion by the students.

Frank Buck for Guild Show

Frank Buck has been signed for the Fisher Body Craftsman's Guild program for March 17. Program is heard over the CBS network, 7:30-7:45 p.m. Also due to appear on the show is one of the winners of last year's awards. Current show offers $80,000 in prizes. Arthur Kudner, Inc., has the account.

CBS Adds Easter Bills

Los Angeles—CBS has added two more Easter programs to go nationwide, out of KNX. From 8:30 to 9 PST, services on board the USS Pennsylvania will be shortwaved to shore, put on network. From 6:45 to 7 a.m. PST, Easter ceremonies from the beach at Waikiki will be picked up from KGBM's shortwave, sent out on full network.

Kingham Scott Back

Raleigh, N. C.—Following another old-timer, Clayborne Mangum, whose tenor voice will again be heard over WPTF regularly under sponsorship of N. C. Fisheries, Inc., Kingham Scott, one of the first radio stars in North Carolina, has come out of professional retirement to be master of the console at WPTF with three programs weekly sponsored by General Electric Supply Corp.

A. & P. Adding WJNO

A. & P., New York (chain grocers), will add WJNO, West Palm Beach, to its CBS network beginning this Thursday. Program features Kate Smith in an hour CBS broadcast, Thursdays, 8-9 p.m. Paris & Peart, Inc., New York, has the account.

Los Angeles

Ken England, who writes the Joe Penner show and the Twin Stars program, and Mabel Albertson, who writes "Dress Rehearsal," have just announced their wedding, which took place Nov. 2.

Anne Jamison, soprano on Hollywood Hotel, has signed with NBC Artists Bureau from April 2 to June 25.

Due to the confusion of the initials CRS and CBS, the California Radio System of eight newspaper owned California stations henceforth will refer to itself as the Orange network.

Doris Weston's NBC artist bureau option has been taken up by Warner Brothers.

Joe Alvin, assistant to Hal Bock of NBC's publicity staff, turns the tables on the press agent plugging the opera star, and gets a plug from opera when Marion Talley sings his songs on her March 28 program for Ry Krisp. Joseph Koestner wrote the music, and Alvin the lyrics. The song is "One Perfect Night."

Clever new piano team of (William) Hoffman and (Charles) Downe do a 15-minute daily program on KFWB, and have been signed for KHJ's new "Tuesday at 2" program.

Rulo Corp. (gadgets for automobiles) has signed a six-month contract for a half hour daily, 6 days a week on KRKD, with Volney James, president of Rulo and old-time announcer, as emcee, and Jimmy and his Saddle Pals doing hill billy music.

Musical Clock Ticks Off Mail

The mail count on the Beeman's Laboratories programs over WBT, Charlotte, jumped 34 per cent during February as compared to January. The programs are heard daily at 7 a.m. on the morning Musical Clock. Shadwell, or "The Old Shepherd" as he is known to the early risers of the Southland, is the feature of the Musical Clock.

"Speedshow" From Coast

Nash-Kelvinator "Speedshow" with Grace Moore will emanate from KNX, Los Angeles, starting April 3. Program is heard on CBS, Saturdays, 9-9:30 p.m.

TOM TERRISS

Known as

"THE VAGABOND ADVENTURER"

Available for

GUEST APPEARANCES
MASTER OF CEREMONIES
RECORDINGS OR TRANSCRIPTIONS
RADIO PROGRAMS

Agent:
Rockwell-O'Keefe

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 26 | NEW YORK, WEDNESDAY, MARCH 17, 1937 | FIVE CENTS

Would Curb Radio Chains

WOAI AND AGENCIES JOIN TO BOOST BIZ

San Antonio—A campaign designed to promote advertising among business men in Texas will be launched next month by WOAI in cooperation with recognized advertising agencies of this city. WOAI offered each agency a half-hour of evening time to present the agency's conception of a good program promoting radio advertising.

A well organized publicity campaign is being formulated. It will include newspaper stories, a mailing piece and an introductory program which will be presented on a cooperative basis to serve as an introduction to the series. Present at the luncheon and participating in the idea were Hugh A. L. Halff, manager; Ken McClure, news editor; Lloyd H. Rosenblum, manager of sales and merchandising; Terrell Sledge of the

(Continued on Page 2)

Tiny Ruffner Joining Ruthrauff-Ryan Agency

Tiny Ruffner is understood to be leaving Benton & Bowles agency the latter part of this month to go to Hollywood for Ruthrauff & Ryan, in charge of the Jolson, Penner and Berle shows. Ruffner will remain west and produce future R. & R. airings with film talent.

CBS Effects Shifts In Coast Sales Setup

West Coast Bureau of THE RADIO DAILY

Los Angeles—Shifting of the CBS Pacific Coast sales headquarters from San Francisco to this city has been effected, with John M. Dolph, coast sales manager in Frisco, appointed

(Continued on Page 2)

Labor on the Air

New Orleans — Organized labor goes on the air here next week with a series of "educational" half-hours over WBNO. Program will be directed by Bill Donnells, veteran editor of The Federationist, labor weekly. Though he doesn't pull his punches in print, the air talks are expected to steer clear of controversies.

More Service

Charlie Stark of WMCA's early morning show, "Early Risers' Club", offers to wake anyone who has to be up at seven.

He asks listeners to leave their radio on over night, tuned to the top of the dial. Cholly begins the day's broadcasting at 7 a.m., by ringing an alarm clock.

He is now reported busy inventing a radio that throws cold water.

PROPOSES BROADCASTS FROM SENATE FLOOR

Washington Bureau of THE RADIO DAILY

Washington—Keen interest is being expressed here in a resolution advanced this week by Senator Pittman (Dem., Nev.), chairman of the Foreign Relations Committee, to erect a powerful radio station within the capitol to carry the Senate debates to all parts of the nation. Pittman said that in offering the resolution he had in mind the need for informing the nation on the Presi-

(Continued on Page 3)

A.A.A.A. Convention Set for April 29-May 1

The 20th Anniversary Convention of the American Association of Advertising Agencies will be held at the Greenbrier, White Sulphur Springs, W. Va., April 29-May 1.

G. Lynn Sumner, president of G. Lynn Sumner Co. Inc., New York,

(Continued on Page 6)

Proposed Congressional Probe Seeking Full Light on Expansion by Networks and Newspapers

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — Momentum for a House investigation of radio gained more ground yesterday, following a pledge of "complete cooperation" by Senator King of Utah and other Senators in the anticipated probe sponsored by Congressman Connery. Among points which the probe would consider, King said, would be the increasing acquisition of stations by big chains and by newspapers. He added that some channels should be kept free for further experimentation.

"What we most earnestly want," said King, "is less heat and more light on the radio situation in Amer-

(Continued on Page 4)

GULF REFINING SETS NEW SPRING SERIES

Gulf Refining Co., Pittsburgh (Gulf Spray insecticide), will begin a spring and summer campaign on about 22 southern stations by the middle of next month. Sponsor will use live talent in quarter-hour daytime programs airing from two to six times weekly.

Jack Latham, radio time buyer of Young & Rubicam, Gulf's advertising agents, returned to town yesterday after a five-week trip through the South lining up the talent and stations. Latham leaves for Pittsburgh Thursday to confer with Gulf officials over the final schedule to be used.

In a few spots it is understood

(Continued on Page 3)

Ford's Friday Show Switched to Saturday

The Friday night Ford Motor Company program, heard over the NBC-Blue network from 9-9:30 p.m. and featuring Rex Chandler and his Universal Rhythm, will switch to a 7-7:30 p.m. spot over the NBC-red network on Saturday night, April 10. New set-up calls for a repeat broadcast to the west coast, but no

(Continued on Page 3)

HAVANA CONFERENCE NAMES COMMITTEES

Havana (By Cable)—Appointment of Senator Wilfredo Albanes, head of the Cuban delegation, as chairman of the conference, and the naming of various committees marked the opening of the North American Radio Conference here on Monday.

Delegates immediately began de-

(Continued on Page 4)

WSM, Nashville, Signs VanCronkhite Service

Nashville, Tenn. — W S M, 50,000-watter, has signed for the news counsellor service being inaugurated by VanCronkhite Associates, Inc., Chicago. John VanCronkhite flew down

(Continued on Page 4)

WHN as New York Outlet In WLW's Eastern Hookup

KOL, Seattle, to Have Entire Office Building

Seattle—Plans for one of the most modern radio stations on the Pacific Coast are being completed by KOL, Seattle's Columbia station, in conjunction with the purchase of a two-story office building recently by the station.

With the acquisition of a former theater site, KOL will have facilities

(Continued on Page 3)

William S. Hedges, general manager of WLW and WSAI, and vice-president of Crosley Radio Corp. of Cincinnati, is expected to make formal announcement today of station WHN, this city, becoming a New York outlet for WLW, with a hookup enabling WLW to sell programs originating in New York, with or without the New York station in the time sale. This does not necessarily exclude WMCA from the picture, this station also having made a similar

(Continued on Page 4)

1 a.m. News Broadcast

A late news broadcast has been added to WMCA's schedule, the International and Universal news now being broadcast for 15 minutes nightly, Monday to Friday, at 1:00 a.m. to 1:15 a.m.

This is believed to be the latest news broadcast on the air in the East. It is being put on as an experimental feature.

RADIO DAILY

Vol. 1, No. 26 Wed., Mar. 17, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(*Tuesday, Mar. 16*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	174¾	173⅝	174	— 1¼
Crosley Radio	24½	24	24⅜	+ ⅜
Gen. Electric	59⅜	58⅜	59	+ ¼
North American	28⅛	27½	27⅝	+ ⅛
RCA Common	12⅛	11¾	11¾	+ ⅛
RCA First Pfd.	78½	77⅜	78	+ ¾
RCA $5 Pfd. B		(100 Bid)		
Stewart Warner	20¼	19½	20¼	+ ⅝
Zenith Radio	37	37	37	+ ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	.....
Majestic	4½	4½	4½	.....
Nat. Union Radio	2⅞	2¾	2¾	— ⅛

OVER THE COUNTER

	Bid	Asked
CBS A	57⅞	59⅞
CBS B	57½	59½
Stromberg Carlson	16⅝	17½

CBS Effects Shifts In Coast Sales Setups

(*Continued from Page 1*)

assistant to Donald W. Thornburg, CBS vice-president in charge on the coast and headquartering here.

Status of Paul Rickenbacher, general handyman to Thornburg, is not affected. Henry Jackson, assistant to Dolph in Frisco, takes charge in the north, as chief of CBS sales in Frisco, and Harry Witt assumes title of CBS sales manager for the south.

Brinckerhoff & Co. Expand

A new recording studio, capable of accommodating a 40-piece orchestra, has been built by E. V. Brinckerhoff & Co. Inc., transcription and recording firm. Under previous facilities, the company's engineers had to work on a 15-hour schedule.

REEVES STUDIO
RADIO TRANSCRIPTIONS
Noiseless Film and Wax Recording
•
ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

Servel Series Adds 11 Southern Stations

Servel Inc., New York (Electrolux), has signed 11 southern CBS stations for its "March of Time" program which it will sponsor beginning April 15, Thursdays, 10:30-11 p.m. Time Inc., the present sponsor of the program, is using 35 stations which will be retained under the new setup, making 46 CBS stations in all for Electrolux. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Jack Norworth M. C. In New NBC Series

Jack Norworth will be m. c. in a new variety program making its debut March 30 over the NBC-Blue network, 8-8:30 p.m.

Each week the birthday of a famous personality will be marked in an appropriate manner. Lives of adventurers and novels of writers will be dramatized. Music of composers will be played. Light-hearted fortune-telling will be a feature of the program.

Krueger Series Ending

Krueger Brewing Co., Newark, will end its present series of "Krueger Musical Toast" programs on the NBC-Red network, Mondays, 10:30-11 p.m., after the March 22 broadcast. Sponsor will use outdoor posters supplemented by car cards for the summer with spot radio being used in the states of Virginia, Vermont and New Hampshire where outdoor posters are outlawed. Next September brewer will be back on a network for a fall and winter campaign. Biow Co. Inc., New York, has the account.

Posing as Connie Boswell

Rockwell-O'Keefe offices are seeking to trace an alleged impostor posing as Connie Boswell of the Boswell sisters, and now said to be stopping at Hot Springs, Ark. Real Connie Boswell has been on the coast for about three months and appeared last night as guest on the Ben Bernie program.

A few years ago a trio of gals traveling through the middle west also posed as the Boswell Sisters.

Star Radio Adds Writers

Increased business has resulted in Star Radio Programs Inc. adding three new script writers. Bill Gartland, sales manager for the firm, reports that "happy days" are really here again, as indicated by his sales map, which has so many buttons on it that he can't find Rhode Island.

Alice Frost With Stoop-Budd

Alice Frost will be the new feminine stooge with the Stoopnagle and Budd show starting Sunday, joining the cast which includes Gogo De Lys, Harry Von Zell and the Don Voorhees ork, aired 5:30-6 p.m. over the NBC-Blue network. Miss Frost, who replaces Joan Banks, has done considerable radio and stage work.

Winston Handling Shandor

Shandor, known as the NBC "Midnight Violinist," is now under the exclusive direction of Leonard F. Winston.

Czech Language Joining WBNX Foreign Sponsors

A Czechoslovakian sponsored program is the latest foreign language to join the babel of tongues on WBNX. On March 22 it begins a half-hour musical program on Monday nights, 7:30-8. Entitled "The Bohemian Hour," it will feature James Voite, Bohemian singer, recently of WHK and WGAR, Cleveland, augmented by a Czech Orchestra.

Other foreign languages heard regularly on station WBNX are German, Jewish, Italian, Spanish, Greek, Hungarian, Ukrainian, Polish and Portuguese. All foreign language programs are sponsored.

New Biz at WBNX

Bi-monthly report of new business for the first two weeks of March at WBNX includes a series of foreign language announcements in German, Jewish, Polish and Italian during the first week of March announcing the increase in production at Chevrolet plants. The business was placed by Lusk, Inc., for Campbell-Ewald.

Borden Sales Co. contract, placed through Young and Rubicam, has been renewed for a year ending Feb. 28, 1938. The contract provides for announcements in Jewish and English on a merchandising program for Hanford's Kosher Butter.

Other business reported, all placed direct, includes Bakers Fuel Co., for eight months; Emil's Pork Store, for one year; Hildebrand Shops, for one year; Elizabeth Bohlken, for one year, and the Vogue Institute, for six months.

Loria Brothers for Berle Pix

The Seven Loria Brothers, Mexican child-musicians who broke into show business at the top when they were recently the guest artists of the Joe Cook and Lanny Ross programs, leave for Hollywood on Friday to appear with Milton Berle in Radio Pictures' "New Faces." The Lorias range in age from four years to twelve.

Okay WISN Improvements

Milwaukee—WISN, the Hearst radio station here, received the approval of the FCC yesterday for the installation of modern transmitter and vertical antenna in a new location.



COMING and GOING

JACK FRASER, NBC announcer, who was ordered away for a rest, returns today from a southern cruise.

KENNY BAKER arrives in New York from Hollywood for Sunday's Jell-O program.

JACK BENNY, DON WILSON, MARY LIVINGSTONE and other members of the Jell-O show return to Hollywood after the 21st.

FRANK BLACK, NBC musical director goes to Pittsburgh Saturday for a lecture on modern music via a local station.

EDWIN H. MORRIS returned to New York Monday after a cruise.

DON SHAW, assistant to H. K. McCann of McCann-Erickson Inc., New York, left town yesterday for a business trip. Expected back early next week.

VINCENT CALLAHAN of WRC-WMAL, Washington, is in town for a visit.

WILLIAM S. HEDGES, general manager WSAI-WLW, is in New York.

WOAI and Agencies Join to Boost Business

(*Continued from Page 1*)

sales staff, all of WOAI, and Charles Shea, Shea Advertising Co.; Bernard M. Brooks, Bernard M. Brooks Advertising Co.; Ben Lee, Pitluk Advertising Co.; John Lewis and W. Werner, Lewis Advertising Co.; Claude Aniol, Wyatt, Aniol and Auld; Marion Johnson, Marion Johnson Advertising Co.; and Joe Payne, Payne Advertising Co.

Standard Oil of Indiana Organizing Program

Chicago—McCann-Erickson agency yesterday held auditions for a new 30-minute show to be sponsored over CBS by Standard Oil of Indiana. Carl Hoff and his ork, the King's Jesters, Pat O'Malley and John Tucker Battles were among the talent under consideration. The show will be the first to originate in the new unused studios of Columbia here. Ted McMurray will be in charge of the CBS end of the producing. Series begins next month.

Cantor's Gag Contest

The contest which Eddie Cantor will announce next Sunday on his Texaco CBS program will be a gag-contest launched by Cantor himself. Prize will be a free trip to Hollywood for two.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

AGENCIES

LARRY BRADLEY, radio director for the Seattle branch of MacWilkins & Cole, Inc., who present five orchestral broadcasts weekly, has received great acclaim by designating one night a week as "Song of the Past." This program features selections of not more than ten nor less than five years' vintage. After only two presentations this program has become so popular that already requests have piled up for such ex-favorites as "I Surrender Dear," "All of Me," "I'm Though with Love," "Say It Isn't So," and many others.

J. P. MULLER Advertising agency has been named by Colabeer Co. of America to handle its coming campaign. Spot announcements will be used, but none has been set as yet. Joseph T. Sullivan is the account executive.

WARD WHEELOCK of the Armstrong agency and H. J. Jones of Campbell's Soup have returned to New York after several weeks on the west coast.

STREET & FINNEY, New York advertising agency, celebrates its 35th anniversary this week.

BETSY ANNE SHELLHASE, formerly of H. B. Humphrey Co., Boston, has joined the Blaine Thompson advertising agency.

KOL, Seattle, to Have Entire Office Building

(Continued from Page 1)

formerly known only in the larger Metropolitan stations. According to Archie Taft, owner and manager of the station, the building will be completely renovated at a cost of $30,000, with new decorations, furnishings, and the most modern equipment.

KOL will be one of the few major radio stations in the West to own and occupy an entire office building, Taft stated. Plans for the new station include an auditorium with a seating capacity of 700, a large organ console, a full stage—and two showrooms in the lobby for advertising displays. A full basement will be devoted to cooking schools and other special features. On the second floor will be the studios—one for audition purposes. Control rooms, business offices and general staff quarters will also be on this floor.

The tentative date set for KOL's occupancy of its new studio is July 1. The building, a re-inforced concrete structure, was built in 1928 at an approximate cost of $60,000.

Proposes Broadcasts From Senate Floor

(Continued from Page 1)

dent's Supreme Court enlargement plan.

"By broadcasting direct from the Senate we could be certain the people of the nation would be getting an accurate view of what is transpiring," he said.



● ● ● Report along the airia too is that one of the oldest shows on the air will bow out and be replaced with a variety show headed by a bandleader who is the "chosen one" of the bill-payer!....Thelma White, singing and dancing star of stage and screen, will direct "The Melody Men", a male aggregation....Kenny Baker is back on the Benny "thing" Sunday (this spot had every singer in town "hoping")....Reginald Thomas and Oscar Turner of the NBC electrical transcription dept. had their song, "I'm On A Sit-Down Strike for Love", published by Popular....Ralph Kirbery is set for the Rubinoff transcriptions....Ken MacGregar will continue on the Palmolive airing....Cracker-jack candid cameraman Gene Lester returns to WHN as a singer tonite....Gabriel Heatter is bedded with a cold. He did three different shows Sunday....NBC's teletype flashed this morning with the following plea: "My name is Phoebe Mink. What's yours? This is a fine time of the morning for a guy to make a gal do a bit of unnecessary work!"

● ● ● *Lawyer-man Irving Paul Lazarre goes with Henny Youngman to the coast because the latter can't do up his bow-tie!.... This prompted Henny's father to chime in with: "And he had to go to college to learn that", referring to Irving's aptness at this work....There's no person who has tramped the boards of the Loew's State with the ability to hold an audience while singing as Belle Baker....Her presence on the stage is marked with reverence by the public....Why is this grand singer of songs, possessor of such power, without a radio show of her own?*

● ● ● Kreuger Beer bows off Monday....Chicago wired Al Shayne asking for price on an NBC coaster after hearing his recorded audition.... Doris Rhodes is doing an NBC audition....Doc Rockwell has abandoned the "rocking chair" and will hereafter work with stooges....Gene Goldkette, one-time millionaire ork leader, is doing a comeback and an audition for General Motors in the mid-west....Bunny Berigan goes with RCA-Victor the 8th....Rockwell-O'Keefe has a colored band dept. now with Harry Squires in charge....Mal Hallet goes into the Meadowbrook....MCA's Hal Hackett's brother is seriously ill at the Polyclinic.

● ● ● *The cause for the four bar pause on the Rubinoff solo Sunday is that Dave got his bow caught in the violin....Mix-up the other day on the "Vox Pop" show with the engineers going to the RCA building for an airing when the program was scheduled to come from the New Yorker....Art Shaw is breaking up his band and reorganizing the same as Frank Dailey....Phil Lord, though announcing that he was going west for his three-week vacation, really went to Florida and then on to Nassau....Even his office didn't know where to reach him!....Rumors of a shake-up in one of the largest band booking offices are around again....Hal Nagle gets the Pierre job.*

● ● ● Texaco has taken a 30-day option on Bingo and has paid out $1000 for this consideration....Joan Abbott, just back from Miami, would rather have radio than the picture deal announced here yesterday ....Don Bestor goes to the Adolphus Hotel in Dallas the 21st....Lee Bennett, former Jan Garber vocalist, has formed a band of his own and comes East....The time switch of Winchell-Shep Fields shows is permanent.

ANNOUNCERS

BOB ARMSTRONG has been added to the announcing staff of WBT, Charlotte. Armstrong comes from Augusta and stepped up to WBT from smaller Southern stations.

J. HERB ANGEL, winner of the Pittsburgh announcers' popularity poll, will be honored at testimonial dance in Grotto Ballroom on March 31. Angel will get $75 wrist watch while crowd dances to Joe Sims' music.

BILL O'TOOLE, popular announcer at WCAO, Baltimore, who conducts the early A. M. program with his pal Snowball, is back on the job after several weeks illness.

GENE SHUMATE, Iowa network sports announcer, covered the Iowa high school girls basketball tournament from the Drake University field house in Des Moines last week. The broadcast was heard exclusively over KRNT and KMA. Some 385 teams participated. A total of 856 boys teams are entered in the Iowa high school boys tourney taking place March 18-20. The broadcasts are sponsored by Huskies over KSO-WMT and WOI. Shumate will team with Andy Wolfries of WOI, ace basketball authority of the midwest, in covering the event.

DON DUNPHY will handle the descriptions of the St. Patrick's Day Parade to be aired today, 1:30-4 p.m., over WINS and the New York State Broadcasting System. A variety of Irish programs will be offered throughout the afternoon.

Ford's Friday Show Switched to Saturday

(Continued from Page 1)

time has as yet been cleared. An official announcement concerning station line-up and repeat time is expected within the next few days when Edsel Ford is due to announce the renewal of both the Chandler and the CBS Al Pearce shows. At present the program is heard over a network of 59 stations on the first broadcast at 9, with 15 west coast stations picking up the show at 12 midnight. Agency states that numerically, stations will remain about the same. N. W. Ayer & Son has the account.

Gulf Refining Sets New Spring Series

(Continued from Page 1)

transcriptions will be used because of the lack of good talent in the areas. Gulf Spray has general distribution through retail outlets and the campaign will cover from Florida to Texas. Southwestern stations will begin the campaign on April 15 with remainder to be added in May. Series will supplement the Phil Baker CBS program which continues on the air throughout the summer.



THE AVE MARIA RADIO LEAGUE broadcasts of the dramatized lives of Saints heard on WMCA each Sunday are now being produced in Italian. The Italian players broadcast from the League home at Graymoore, N. Y., each Friday afternoon, the program being piped by WMCA to WOV in New York for airing.

With Sportcaster Ray Schmidt at the mike and Chief Engineer Jimmy Burke at the controls, KWK, St. Louis, will open the 1937 season of baseball broadcasts March 22 from Daytona Beach, Fla., where the St. Louis Cardinals are training.. After covering the Florida situation, Schmidt and Burke will go to the St. Louis Browns' camp in San Antonio. Hyde Park Brewery is sponsoring the broadcasts.

"Chandu the Magician" is back on KYA, San Francisco, as a feature of the Uncle Harry KYA Matinee.

George Tolin, singer, is featured in a six-a-week series over KYA, San Francisco, sponsored by the O'Connor-Moffat store.

A new Sunday afternoon religious program, 4-4:30 p.m., has been inaugurated by WBAL, Baltimore. Speaker is Rev. T. Roland Philips, prominent Bible teacher and dean of the Baltimore School of the Bible and instructor in Bible analysis.

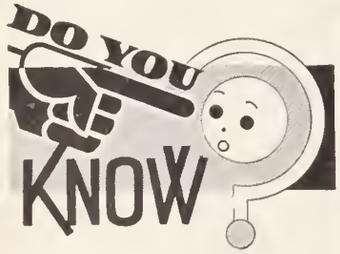
Hecht's Reliable Stores, Baltimore, have started a new advertising program featuring a Polish orchestra over WCBM, 8:15-8:45 Thursday nights.

"The Family Man," the program written and broadcast by WTMV's program director, Woody Klose, has lately achieved some sort of audience reaction record at the East St. Louis station. Portraying himself as a Doctor with three motherless children, "The Family Man" has received three offers to adopt his mythical seven-year-old daughter, Mary. But —nobody wants his 15 year old son, Phillip, who is portrayed as "a little wild!"

Juan Ricardo, sensational baritone, WHO's latest vocal discovery, has started a series of broadcasts each Tuesday and Thursday, 5:45-6 p.m., accompanied by Charles Pray at the piano and Don Hovey with his singing violin. Cownie Tanning Co. is sponsor. WHO musical programs are produced under personal direction of Harold Fair.

Norman Twigger's News Parade sponsor has renewed his contract on WCAE, Pittsburgh.

Three of the 12 live talent shows weekly sponsored by the Cownie Fur Company on KSO and KRNT, Des Moines, are being fed to WMT, and more will be added to the IBS schedule when time has been cleared. Dick Teela, tenor, is featured on 9 of the weekly quarter-hour sessions. "Grandma and Grandpa Eppy" is a new rural life script show on KSO 5 mornings a week. May-Floyd Sinex and Fred Howard are the leads, while script is handled by Gene Shumate.



Radio sets in use in Europe total approximately 30,000,000, or less than 8 per cent of the population of 400,000,000 in the countries involved.

F. C. C. ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime, be granted.

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

State Capitol Broadcasting Association, Austin, Tex. CP for new station. 1120 kc., 100 watts, specified, be denied. Lincoln Memorial University, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts night, 250 watts LS, unlimited, be granted.

Harold M. Finlay & Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts night, 250 watts LS, unlimited, be granted.

HEARINGS SCHEDULED

Today: KRLH, Midland, Tex. Mod. of License. 1210 kc., 100 watts, daytime.

March 31: Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, unlimited.

Frazier Reams, Mansfield, O. CP for new station. 1370 kc., 100 watts, daytime.

April 9: Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 570 kc., 1 Kw., unlimited.

Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.

Edgar L. Bill, Peoria, Ill. CP for new station. 1040 kc., 250 watts, daytime.

WHN as N. Y. Outlet For WLW in Hookup

(*Continued from Page* 1)

arrangement with WLW. Transamerican Broadcasting & Television Corp., will act as sales representative for the hookup.

Meeting held late yesterday afternoon at WHN offices was attended by John L. Clark, president of Transamerican; William S. Hedges; Herbert Pettey, manager of WHN, and Louis K. Sidney, managing director.

Arrangement also allows WLW to more readily utilize New York talent.

WSM, Nashville, Signs VanCronkhite Service

(*Continued from Page* 1)

from Chicago to negotiate the contract with Edwin Craig and Harry Stone of WSM. News counsellor firm started service this week, setting up WSM news department in cooperation with Jack Harris, news editor. Understood VanCronkhite will personally supervise the WSM job, centering activities on the sale of news programs.

Driscoll Play for Ethel

"The Man Across the Hall", a radio drama written especially by David Driscoll for Ethel Barrymore, will be presented over the NBC-Blue network at 8:30-9 p.m. today. Driscoll has prepared many of the star's plays for broadcasting in her Famous Actors Guild series.

Curbs Are Proposed On Chain Expansion

(*Continued from Page* 1)

ica. We certainly need a full-fledged investigation which will be fact-finding and which will determine what means we are going to use to protect radio from monopolistic conditions."

He stated that he did not favor going to the limit advocated by Senator Wheeler in banning newspaper-owned stations.

Senator White of Maine, keenly interested in radio in the past, also entered the picture again in connection with the proposed probe.

Havana Conference Names Committees

(*Continued from Page* 1)

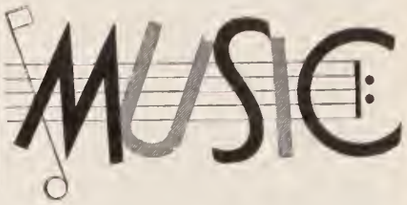
vising plans for cooperative arrangements between the U. S., Mexico, Canada and Cuba.

Elimination of friction in regard to broadcasting frequencies involving both short wave and long channels is one of the principal subjects of the meeting.

T. A. M. Craven and E. K. Jett, FCC commissioners from Washington, and Harvey Otterman of the U. S. Department of State expressed confidence in the success of the confab.

Glason Hour Changed

Billy Glason's Fun Fest, heard Sundays over WMCA, will go on the air at 2 p.m. hereafter, instead of 6 p.m.



PHIL HARRIS and his band will make merry at the Cocoanut Grove from April 13 on.

Leo Reisman and Xavier Cugat will alternate, musically speaking, at the Waldorf Sert Room, beginning March 27.

Red Nichols and his Ork take over at the College Inn in Chi on Friday, dispossessing Roger Pryor who goes touring the theaters.

Horace Heidt and his "Brigadiers" arrive at Loew's State on April 15 after a series of one-night dancehall appearances in the early part of April.

Red Norvo and Mildred Bailey said good-bye to the Black Hawk in Chi in order to play a lot of college dates.

Carmen Lombardo's ditty "Dreamy Eyes," follow-up on his popular "Boo Hoo," was introduced by baton-waving brother Guy on last Sunday's program.

Maestro Tommy Dorsey, now in musical command at the Commodore, has an interesting new schedule with a Monday broadcast via Mutual, Tuesday and Wednesday CBS commitments, and his Friday commercial with zany Jack Pearl.

Dorsey will do a special Columbia broadcast on Thursday, 4-5 p.m., to British Broadcasting, which will in turn feed the program to Italian Broadcasting.

L. Wolfe Gilbert, back from the Coast today, has a new ditty, "Part of Me," to offer the world. The song has been heard on "Hollywood Hotel," and the Rubinoff and Penner programs.

"Let's Get Together and Sing" is the moniker of Milton Berle's latest musical effort, written in collaboration with Louis Prima, swing ork leader. He'll present it on his Sunday night WABC program.

George Hall and his orchestra, Dolly Dawn and her Dawn Patrol and Red McKenzie have signed contracts with Master Records. They will record under the Variety label. Irving Mills has signed Adrian Rollini for his Master label.

Mitchell Ayres and his ork open at the Hollywood today, with Honey Sinclair vocalizing.

E. P. H. James to Speak

E. P. H. James, NBC sales promotion manager, will give a talk on broadcast merchandising before the Advertising and Marketing Forum of the Advertising Club of New York, this Friday.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

SUCCESS STORY....Margaret Lenhart, KOL's "Lovely Lady of Song", wanted to study music....She raised the wherewithal by singing other people's children to sleep....Don Isham, Musical Director of KOL heard her lullabying his offspring ....auditioned her....and she got the job....The Axis Business and Professional Women's Club of Lincoln think Jettabee Ann Hopkins, femme scribe of two KFAB shows, is one of the city's ten outstanding business women....Pat Rourke, 18-year-old Seattle blues warbling colleen, is the only fairsex member of "The Stag Party", a program for the sterner sex over KOL, Seattle, on Thursdays.....Gay Lee of Daytime Programs, one-time director of Farm Programs at KMOX, once broadcast the actual rattle of a rattlesnake....Her most prized possession is a letter from Mrs. Roosevelt, complimenting her on program inaugurated by her as Director of Women's Programs over WINS....

▼ ▼

Lucille Manners, City Service diva, was flicker-tested by Warners..... They say the gal's good....On matinee days Betty Wragge is written out of the "Pepper Young's Family" script....she leaves the family circle for "Dead End" whose cast she adorns.....Chantress Benay Venuta to work on recordings with Rubinoff on Friday when she deserts Chi.... Grace Moore is irrevocably anti-"Frankie and Johnnie"....Thursday's "Talk About Books" program deals with Maxine Davis' "They Shall Not Want"....Grace Campbell, Ann Jackson, and soprano Milla Dominguez, who's married to the Mexican consul in Dallas, all to appear on "Courteous Colonels" over a WBBM-Columbia network, March 20....

▼ ▼

Yoichi Hiraoka to "I Do" Shizuko Yamaguchi on Sunday at the Japanese Methodist Episcopal Church.....He's NBC's Japanese xylophonist who not-too-long-ago concertized at Town Hall....Jerry Belcher of "Our Neighbors" has a new gal-child.....Studio addenda.....Amelia Umnitz is the moniker of NBC's Betty Goodwin's new assistant....WQXR has taken unto itself a lass in charge of Public Relations....She's Dorothea Beckman, once of the Herald-Tribune's Promotion Department.

RADIO PERSONALITIES

No. 15 in the Series of Who's Who in the Industry

ROY C. WITMER. NBC vice-president in charge of sales. Joined the network as an advertising salesman in 1927. For 16 years prior to that time he served as general manager of machine manufacturing plants in the East. He was made an assistant sales manager in 1929 and a few years later became vice-president. Business career began in California following his study of mechanical engineering at Leland Stanford University, starting as an accountant for the First National Bank of Los Angeles and the Southern California Edison Co. Later hopped to Fitchburg, Mass., to become general manager of a pumping engine factory and from there to a similar post with Norwalk (Conn.) Iron Works. Born in Lockport, N. Y., and turned the sod as a plough boy on the farm. Kindly disposition and does not get unduly ruffled. Just sits tight.



Sits Tight, Keeps Cool, and Sells Biz .....

KSTP Program Finds Backers for Inventors

St. Paul—KSTP's new "I've Got An Idea" program, aired for 30 minutes each week and during which embryo inventors explain their newest brainstorms, is proving a real boon to the inventors themselves. On the air only three weeks now, the program has brought at least three inventors to the attention of possible backers.

One of the inventions is a device for shaving in bed, particularly adaptable to convalescents; the second concerns a furnace-door incinerator, and the third is a rope-jumping doll.

The program is going over big, bringing in about eight inventors at each broadcast.

Give in to Radio

Cedar Rapids, Ia.—The Amana colonies, religious group of Iowa, and one of the few spots in the civilized portions of the earth which have never had radios, will now get them. An electric power line into the colonies has been arranged.

New Disk Series on WMCA

Jonas Schainuck & Son, clothing manufacturers, started new series of hillbilly music, via disks, over WMCA yesterday. Programs are heard over the station Monday through Saturday, 8-8:15 a.m.

Joins NBC Press Dep't

Amelia Umnitz has joined the NBC press department as assistant to Betty Goodwin, NBC fashion editor. Miss Umnitz was formerly with Pathe News, Erie, Pa., Dispatch-Herald, and Macfadden Publications.

Bristol-Myers Adding Spots

Bristol-Myers Co., New York, (Minit-Rub) through Young & Rubicam, Inc., is planning to add at least two more stations to its spot radio schedule.

Feldman Handling Events

Boston — Arthur S. Feldman has been appointed manager of special event programs originating at WBZ and WBZA, according to John A. Holman, general manager of NBC in Boston and Springfield.

KSTP Is Broadcasting From Legislative Arena

St. Paul—With Minnesota's legislature nearing the last-minute rush of important developments, KSTP, Twin Cities station, has moved in for a series of on-the-scene broadcasts right from the capitol.

One program took listeners directly into a committee room to hear legislation being processed. Another, "The Capitol Speaks," goes on five days a week, immediately after the morning sessions at 12:20 p.m. Mondays through Fridays, bringing to the microphone each day various senators, representatives and committee heads, to explain the work that has been accomplished for a day. A special broadcast room has been set up at the capitol, where Val Bjornson, the stations editorial commentator, interviews the solons on their work.

Harlem Symposium on WQXR

"Harlem, A Symbol of Race Conflict" is the subject of the symposium to be held by the Institute on Human Relations of the New York Society for Ethical Culture at the Hotel Astor on Saturday and broadcast from 2 to 3 p.m. over WQXR. Speakers will be E. Franklin Frazier, professor of sociology at Howard University, Walter White, executive secretary of the National Association for the Advancement of Colored People, and Otto Klineberg, professor of psychology at Columbia University. Algernon D. Black will be chairman.

Revive "Story of Songs"

"Story of Songs," a CBS sustaining feature, will return to the air April 6 over the same network. Program will be aired weekly 3:30-4 p.m. First program will feature Collette D'Arville and Benjamin De Loache. On the following program Fritz Lechner will be heard. April 20 Edith Varley and Eugene Loewenthal will be featured. Lillian Knowles and Hubert Hendry have been booked for April 27.

☆ STATION FLASHES ☆

C. A. ROWLEY, publisher of the Star-Beacon, Ashtabula, O., announces that WICA will be the call letters of the station he is establishing here.

KFYR, Bismarck, N. D., added new remote equipment and it was inaugurated by Governor William Langer as he talked from statehouse gubernatorial office. Later the new equipment visited the Elks Winter Circus, where Dick Burris and his inquiring microphone interviewed the customers.

WJBW, New Orleans, is operating over its own transmitter again. The station had been using other facilities during the interlude of silence caused by a fire.

WSGN, Birmingham, has contracted for the features of the World Broadcasting System, according to Henry Johnson, director.

New Biz for WHO

Des Moines—Murphy Products Inc. of Burlington, Wis., has bought the 8-8:30 p.m. period on WHO's Iowa Barn Dance Frolic, three-hour Saturday night show aired from the 4,500-seat Shrine Auditorium.

Earl E. May Seed Co., Shenandoah, Ia., owner of KMA, is supplementing its own station with five-a-week quarter hours by remote over WHO.

Coronation Lead-Off

First of the CBS international broadcasts on the Coronation will be heard Sunday, 1:30-1:45 p.m., when Lawrence Tanner, keeper of the archives and vestments at Westminster Abbey, discusses the symbols and ceremonies of the event.

NBC Washington Promotions

Washington Bureau of THE RADIO DAILY

Washington — Coincident with the transfer of Philip I. Merryman to the NBC station relations department in New York and the promotion of Donald Cooper, NBC control supervisor, to succeed him as operations chief here, Robert L. Terrell becomes senior control supervisor and Dawson A. Ullman is made junior control supervisor.

ONE MINUTE INTERVIEW

HARRY BLUESTONE

"A good orchestra should be run like a good bank. It should have stability of assets (a thoroughly equipped musical library), integrity of character (its musicians should be competent to do their job well), and a keen knowledge of finance (to know how to dicker to give the public what it wants)."



CLIFF HOWELL, with KFWB for the past six years as chief announcer, and more recently as writer of the Gus Edwards show, has resigned to go in the freelance field. For this week, Maurice Ostroff will write and be co-producer on the Edward show, and for the week of the 24th Dave Becker will take the post, waxing the show as trial feeler for Transamerica, as well as puttting it on KFWB here.

Result of the union's protest over KFWB's airing the Inglewood cemetery program over its own Southern California network and piping it to another Los Angeles outlet, KFAC, has been to make two programs for the same sponsor until the difficulties are ironed out. KFWB will continue to use Southern Calif. network for the regular program, and KFAC will do a Friday night half hour's symphonic music with Gino Severi conducting an augmented orchestra.

Raymond R. Morgan Co. reports sale of 33 record series of half hour Drums programs to Hogan Advertising Co. of Kansas City, to be aired over KDAF, starting March 21.

WPA music project is holding auditions for announcers for new series to be waxed and released to feature Los Angeles Mexican orchestra.

Roberta Semple, daughter of Aimee Semple McPherson, has gone radio, signed with KGFJ to write continuity for a new series on auto trailer camps, which KGFJ will offer for sponsorship if its sustaining period attracts nibbles.

Bert Gordon, the "Mischa Moody" of the Gillette Community Sing show, has been signed for the movies, to play with Milton Berle, Parkyakarkus and Joe Penner in "New Faces of 1937."

A.A.A.A. Convention Set for April 29-May 1

(Continued from Page 1)

has been named chairman of the committee on convention program.

Sessions on the first day will be for A.A.A.A. members only. On the second and third days, guests of the Association will be invited to join with the members in business sessions, sports and at the annual dinner to be held Friday evening. A form of entertainment entirely new to the four A's Convention will be on tap after the dinner.

Il Duce on NBC

Premier Benito Mussolini will be heard over the NBC-Blue network tomorrow, 11-11:15 a.m., speaking from Tripoli via 2RO, Rome.

Mussolini's talk will be broadcast over the entire length of Italy, his first since November, and will be followed immediately by an English translation.

Chatter

PAULA SMITH of the Billy Glason Fun-Fest, heard Sundays at 2 p.m. over WMCA, lived up to the creed show business when she made her appearance on the program despite the death of her father, who was buried only a few hours before broadcast time.

Ethel Shepard, who appeared with Ed Sullivan's Dawn Patrol this past season as well as doing quite a bit of radio work, will be on the Professional Parade Program for the third time tonight over WJZ-NBC at 9 p.m. Miss Shepard was on the Tastycast show over NBC for a year until three months ago.

W. F. Salothe, formerly advertising manager for Braniff Airways, is the new salesman for KOMA, Oklahoma City, succeeding L. A. Hill, resigned.

Lloyd H. Rosenblum, manager of sales and merchandising at WOAI, San Antonio, is on a Rio Grande Valley goodwill trade trip sponsored by S. A. Chamber of Commerce and local firms.

Ken Houseman, formerly at WWJ, Detroit, and now news and promotional director at WJIM, Lansing, has been doing such a good job in his new post that he's been tagged "Dog" Houseman—a Hound for News. Ken also is known as "High Pockets"—he's 6 ft. 6 in. tall.

Irving H. Grossman, manager of the Artists Bureau at WHO, Des Moines, writes from Hollywood, where he accompanied the Oklahoma Outlaws, that Republic Pictures has taken an option on the Outlaws for a second picture to be made within a year. While in Hollywood, the Outlaws also will do some phonograph recording and probably some transcriptions.

Harry E. Marshall has taken over the news broadcasts for WMAZ, Macon, Ga., replacing Basil Hall, who resigned to join the new Gulf Coast Air Lines operating out of Savannah. WMAZ maintains microphone by Associated Press machines in Macon Telegraph and News and airs six newscasts a day from that point. No other connection between paper and station.

B. H. Long, WBT, Charlotte, spent the week-end in Macon, Ga., golfing with E. K. Cargill, WMAZ prexy, and visiting with "Red" Cross, sales manager.

Lee Kirby, WBT, Charlotte, announcer, is confined to a hospital with a serious ailment, but is doing nicely after receiving two pints of blood from Charles Crutchfield, WBT program director.

William A. Schudt, Jr., general manager of WBT, and Dewey Long, WBT sales department manager, are in Atlanta and Augusta on a business trip.

Donald Thompson, WHO (Des Moines) production manager, had been elected an associate member of the newly formed radio branch of the Iowa Authors' Club.

Win Williams, singer who brought the first local commercial program to WDAF, Kansas City, in 1927, has been elected Secretary of the Paxton Lumber Co. of Kansas City. Since his debut ten years ago with a program known as Sunny Jim and His Dandies, Williams has appeared weekly over WDAF in various shows. At present he is on a quarter-hour sustaining program and will carry on his radio work in addition to his other business interests.

Harry W. Mitchell, who for the past six months has done the scripts for the Sendol programs, is Hollywood-bound to complete arrangements for the filming of a play he has written.

William H. West, WTMV (East St. Louis) general manager, is due to return with his family from a Florida jaunt at the end of the week. He's promised to bring his staff a box of grapefruit, while his son, Billy junior, has collected a group of sea shells for the station's display table.

Alex Buchan, news announcer, and Les Crow, news editor of WTMV, East St. Louis, returned from the execution of two negroes at the Southern Illinois penitentiary at Chester considerably the worse for wear.

Henry P. Schroeder, candidate for Democratic nominee in the mayoralty election in St. Louis, crossed the river to East St. Louis to buy time for his campaign on WTMV. He won one of the nominations, present mayor Bernard F. Dickman carrying the other.

John L. (Strongboy) Sullivan, WTMV time salesman, is back in East St. Louis from a jaunt to Rochester, Minn., where he was poked, prodded, and looked at by the famous Mayo Clinic.

Harold Fair, program director of WHO, Des Moines, was appointed to the talent committee of the Civic Music Association. The committee selects attractions for a series of concerts sponsored by the association.

Lolita Cowser, pianist, recently joined KABC, San Antonio. The station also is airing a new play, "The Return of Ivan Greer."

Ken McClure, news editor of WOAI, San Antonio, had a request last week to give away free, over the air, an artificial leg.



BOB HAWK, whose "Red, Hot and Lowdown" program has been one of the most popular local programs over a period of years, now on WAAF, is doing several personal appearance dates every week. Playing Kenosha, Fon du Lac, Green Bay and Milwaukee this week, each for one night, and returning in time for next afternoon's broadcast.

Dick Wells, who was in auto smashup week ago Sunday, is improving. Did some 33 shows a week. Place being taken by Tom Shirley, formerly CBS announcer and now free lance. Wells is also a free lance announcer.

Ma Perkins show (Blackett-Sample-Hummert Agency), sponsored by Oxydol, has put its players under contract, lopping off several who could not double.

Radio Club, opened last fall, having a membership of those actually in the radio business and with a constitution which barred outsiders even though they were remotely connected with the air business, has let down the bars.

After lukewarm reception given Wrigley's new "Scattergood Baines" show on coast, it will probably fold at the end of 13 weeks and not go coast-to-coast as originally planned. Mortimer Gooch is now in shape where it has begun to click, with Walter Preston brought in to doctor show and doing plenty with it in very short time.

Verne Hassel and Lavelle Carter of the National Barn Dance will tie the marital knot here today.

Skylark Scotty and Lulu Belle have composed a new tune, "I'm in the Doghouse Now," which will be the theme of the Knights of the Doghouse Club here.

Bob Taplinger in and out of town.

WWJ Anti-Crime Series

Detroit—Calling the radio into service in its war against crime, the Delinquency Prevention Committee of Michigan is presenting a series of educational broadcasts every Monday night at 10:30 p.m., over WWJ, Detroit. The purpose of these broadcasts is to focus civic attention on a basic essential of crime prevention, namely, the reduction of juvenile delinquency.

Each program presents a dramatized version of a typical delinquency case, written by Myron Golden and directed by Wynn Wright.

Pope on CBS

CBS has completed plans to broadcast the Easter morning services conducted by Pope Pius direct from the Cathedral in Rome. The program, sent to America via short wave, will be heard 5-6:30 a.m., March 28.

Out of the West-

From WHBF
ROCK ISLAND, ILL.

"We desire to subscribe to two copies of Radio Daily, and please have them addressed to the writer and Mr. Ivan Streed, production manager. I have been following your publication with a great deal of interest, and I am sure it will prove very valuable to the industry."

J. W. POTTER.

From WHB
KANSAS CITY, MO.

"Thanks for entering my subscription for Radio Daily. Copies are beginning to arrive and I look forward eagerly to their daily receipt. Your organization is publishing a very newsy sheet!"

DONALD DWIGHT DAVIS.

From KOL
SEATTLE, WASHINGTON.

"You have taken your information, presented it in an extremely interesting and readable manner and have published it in just the right size for convenience. In brief, and from one who has to read every source of radio information,—congratulations!"

CONSTANCE STEVENSON.

From Mertens & Price, Inc.
LOS ANGELES, CALIF.

"Your daily is a real asset to the industry, and we get the full value of a year's subscription from every issue."

GEORGE LOGAN PRICE

● The foregoing are just a few of the many unsolicited expressions that are pouring in to Radio Daily.

Sign and mail this coupon Today



Charter Subscription Price $5.00 (Foreign $10.00)

RADIO DAILY
1501 Broadway, N. Y. C.

Gentlemen:—

Please enter my subscription to RADIO DAILY for one year.

Name ..... Title.....

Company .....

Address .....

☐ BILL ME ☐ Check Enclosed.

GUEST-ING

MARGARET SULLAVAN has been signed to appear on the Hit Parade broadcast over CBS March 27. Mark Warnow will take over the show on that date.

BETTE DAVIS and HUMPHREY BOGART will do scenes from "Marked Woman" on the Hollywood Hotel CBS broadcast March 26.

FATS WALLER, ART SHAW and the RAYMOND SCOTT quintet will perform on the Saturday Night Swing Session over CBS next Saturday.

IRENE DELROY, musical comedy star, will guest star on the Major Bowes Capitol Family broadcast March 21.

FRANK BRENNAN, in charge of the K. of C. track meet to be held this evening at Madison Square Garden, will be guest of Larry Robertson, sports columnist of the N. Y. World-Telegram, who is one of the guest commentators for vacationing Dick Fishell, over WMCA at 6:30 p.m. today.

WALTER ABEL of "Wingless Victory," Broadway play, will be guest of George K. Arthur this evening, 6:45-7, over WQXR. Arthur does a weekly program giving a first nighter's impressions of Broadway Fair.

STUART ERWIN and JUNE COLLYER (Mrs. Erwin) will appear with Jimmy Melton and Tom Howard in Saturday's Sealtest show over the NBC-Red network at 8 p.m.

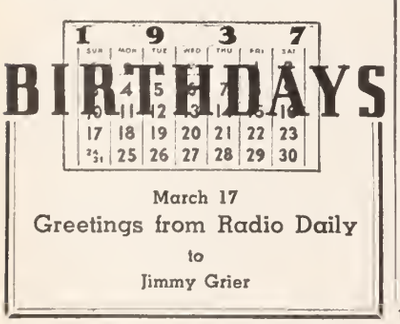
FIBBER McGEE and MOLLY, along with ALBERT PAYSON TERHUNE, MAJOR JAMES H. DOOLITTLE and others, are listed for Joe Cook's Shell Show over the NBC-Red network at 9:30 p.m. on Saturday.

STEVE KENNEDY, lyric baritone, appears with Louis Katzman and his ork at 11:45 a.m. today over WINS.

COL. THEODORE ROOSEVELT makes his first radio appearance since his return to America when he speaks over WHN on "Books Made to Measure" and "Authors I Have Known" as guest of Ida Bailey Allen on the Homemakers program at 10:30 a.m. tomorrow.

CANTOR DAVID PUTTERMAN of the Park Ave. Synagogue will be on the Hammerstein Music Hall Program over CBS at 8 p.m. on March 30.

FREDRIC MARCH and FLORENCE ELDRIDGE (Mrs. March) will appear in a radio version of "Death Takes A Holiday" on the Lux Radio Theater program March 22 over CBS, 9-10 p.m.





"THE ANSWER MAN"

Provident Loan Society of N. Y.
WOR, Tuesday and Thursday, 7:30-7:45 p.m.
McCann-Erickson, Inc.

ENCYCLOPEDIC TYPE OF SHOW, WITH COMMERCIAL INDIRECTLY WOVEN IN, MAKES GOOD LISTENING.

Anything the listener wishes to know is answered either through the medium of the program or the mail, the various questions and answers injecting the quality of both "Things I Never Knew 'Til Now" and "Believe-it-or-not-Ripley." For the most part, however, the questions and answers are seemingly ordinary items which everyone should know, yet doesn't. Albert Mitchell, who started this program on an out-of-town station as a sustaining, makes his debut in New York with the same program as a commercial, sponsor going on the air for the first time. Edward Longstreth, author, acts as assistant to Mitchell, reading the questions and otherwise drawing additional info out of Mitchell.

First question touched on the timely subject of income tax returns. Going into metal alloys, diamonds and such, Mitchell wove a short commercial plug into the talk by answering why people have diamonds although they don't always wear them. Answer was that the jewels were held as assets and could be borrowed upon, for instance at the Provident Loan's low rates, etc. Only other credit was at the close. On occasion source of information is given by Mitchell who has a good matter of fact style of delivery. Other items included Supreme Court, sterling and traffic.

Foreign Music Society After Licenses in Texas

Longview, Tex.—Society of European Stage Authors and Composers is making a drive to license Texas stations for use of the SESAC catalog. James R. Curtis, secretary-treasurer of Texas Broadcasters Association, has informed members that the NAB has made no special recommendation about such licenses, but he has written to James W. Baldwin, managing director of the NAB, for additional information. Curtis, in his communication to stations, also reminds the members that such procedure as that of SESAC is within the copyright owner's rights according to the present copyright laws. Texas outlets, he states, pay an average of $1,000 annually for music licenses covering public performances for profit.

M. M. Silberman is representing SESAC in his efforts to have stations take out the licenses.

"DINNER AT NINE"

Sustaining
NBC-Blue Network, Mon., March 15, 9-9:30 p.m., and monthly thereafter.

DIFFERENT, BUT DOESN'T CLASS AS ENTERTAINMENT FOR THE BULK OF DIALERS.

Broadcast from the dining room of Mr. and Mrs. Henry Goddard Leach's private home in New York, with mikes hid among the room's floral decorations to pick up the conversation as it would occur informally after a dinner party, this first program of its kind did not quite get across. The topic of discussion was, "Is bridge destroying good conversation?" and some very distinguished persons took part, among them Fannie Hurst, Ford Madox Ford, Sidney S. Lenz, Eugen Boissevain, J. George Frederick and Natalie Sedgwick Colby. The conversation was a bit rambling, starting out with a debate on French vs. American cooking, then getting around to bridge. There was some clear talk, some incoherent mumbling, and some jumbling of voices, all of which arrived at pretty much nowhere.

KAY PARSONS

Sustaining
WNEW, Tuesday and Thursday, 8:30-9 p.m.

MILDLY ENTERTAINING REPERTOIRE OF SONGS OF YESTERDAY.

Kay Parsons in her opener on this new radio spot did pretty much the same routine that she has done time and again in vaudeville and on the air, from the "minstrel days" introduction to reviving old songs one after another. She has a likeable style and her numbers should please the reminiscing fraternity, but generally speaking it's rather tame stuff for today's tempo.

WMCA Essay Contest

An essay contest on "How Advertising Benefits the Consumer," with first prize of $250 and various other awards down to ten cash prizes of $10 each, is being conducted by WMCA's High School Reporter in collaboration with Advertising Age. Contest, open to students, closes May 1.

Favor Government Station

Washington Bureau of THE RADIO DAILY

Washington — Interest is growing here in the measure introduced by Congressman Celler to erect a government owned and operated radio station to put the U. S. on a par with other foreign nations. No hearing date has been set yet on the bill.

A.F.M. MINUTES

TRANSCRIBED minutes of the Mid-Winter Meeting of the International Executive Board of the American Federation of Musicians reveals, among other items, that Ramona Davies is no longer a member of Local 802 in New York. Complaint filed with the AFM by Paul Whiteman is upheld and her contract is binding, inasmuch as the New York State Supreme Court ruled that it cannot be broken. In this respect the AFM finds, in part:

"The President's office advised Ramona to refrain from taking legal action until the Executive Board had decided the complaint of member Whiteman. The Board holds that inasmuch as Ramona Davies has taken recourse to the courts before exhausting her prerogatives in the Federation, she has resigned her membership and the case cannot be further considered."

The Executive Board also upheld the action of Local 802 in collecting the 50 per cent national tax on traveling bands making electrical transcriptions, on the ground that the disks are being used for radio.

Request by the Atlantic City local for the prohibition of Hollywood recordings, failed to receive favorable consideration as it did not appear to be in the interests of the Federation that it be agreed to.

Protests from locals that chain broadcasts of commercials were at times using amateur bands will be taken up with network officials by President Weber. Another item of importance was the law allowing a member to terminate his contract with an agency that did not supply work within six weeks.

66 Stations for Twin Stars

National Biscuit's "Twin Stars" program which begins on CBS March 28 at 8-8:30 p.m., will have 66 stations in its network. Program is switching from NBC and stars Helen Broderick, Victor Moore, and Lou Kosloff and orchestra. Buddy Rogers rejoins the show at a later date. Program will originate from Hollywood. McCann-Erickson, Inc., New York, is the agency.

Frank and Ernest Split

Detroit — After five years together on WWJ, the team of "Frank and Ernest" has been split, owing to the illnes of Arnold Tiemann, who played "Ernest." However, Franklyn Greenwood, the "Frank" of the show, will carry on for his sponsor, the illinois Meat Co., with the aid of Morgan Gareau at the organ and piano. The "Frank and Ernest" tag will be dropped in favor of the title, "Golden Dawn."

WPA Program Fading

WPA Professional Parade program will give its last broadcast on the NBC-Blue, Wednesdays, 9-10 p.m., on March. The following week, April 7, Frank Black and his NBC Symphony orchestra will take over the spot.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 27 NEW YORK, THURSDAY, MARCH 18, 1937 FIVE CENTS

NBC Seeks Better Press Break

Looking On

.... AND LISTENING IN

SMALL STATIONS Considering the handicap they are up against in the way of a slim supply of outstanding live talent available locally, the small independent stations of the country are providing a lot of fine programs for their listeners.

But they can do a lot better.

It is essential that they do better, in fact, so as to reduce the gap that shows up in the unavoidable comparisons that listeners are bound to make between the modest local programs and the more elaborate network offerings.

Small stations in communities that are some distance from talent centers are not going to find it easy to jack up their programs with live entertainers.

The musical library and transcription field, however, offers plenty of opportunities that have not yet been fully exploited.

There also is room in the field for a few aggressive organizations with the facilities and showmanship to provide series of outstanding programs to the smaller stations at reasonable cost.

•

SUSTAININGS The quality of sustaining programs in general, and this includes even the networks, does not reflect the amount of attention that should go into the preparation of these bills.

Quarter-hours and half-hours with a distinctly "fill-in" flavor are entirely too frequent.

Sustaining programs bear the same relation to a station as the editorial page to a newspaper.

They establish the prestige and create the following for the station or newspaper as a whole.

No matter how many strong commercial shows a station may have, a few careless sustainings can put an awful dent in its general standing.

Amos-Andy 9th Year

Amos (Freeman F. Gosden) 'n' Andy (Charles J. Correll) will celebrate their ninth anniversary on the air on March 19. Bill Hay, the announcer, has been with them since their start on WMAQ, Chicago, in 1928. Black-faced comedy team is located at Palm Springs, Calif., and is heard over the NBC-Red network 7-7:15 p.m., under sponsorship of Pepsodent.

KIDO JOINING NBC ON OR ABOUT JULY 1

NBC yesterday officially announced the annexation of KIDO, Boise, Ida., as a member of the north mountain group, which is optional Red or Blue. Station will join the network on or after July 1.

C. G. Phillips, co-owner of KIDO, had expected the station would join the network on April 1. But A. T. & T. has to install 240 miles of lines into Boise before the station can become a part of the network.

KIDO has spent $21,000 on new equipment in the past few months to bring the station up to NBC's specifications. This is the first sta-

(Continued on Page 8)

Jimmy Saphier Opening Offices on West Coast

Jimmy Saphier, who returned from the Coast early this week, will open a Hollywood office in the near future, handling talent for general booking, but concentrating on radio. Loretta Lee, under Saphier's management, opens tonight at the Casanova Club, Hollywood. She just closed an engagement at the Paramount theater, Los Angeles.

Recreated Ball Games For Atlantic Refining

Atlantic Refining Co. will broadcast a recreated version of all the out-of-town games played by the Pittsburgh Pirates the coming season over WWSW, Pittsburgh. All games played in New York and Brooklyn, however, will not be broadcast. On the games played at home, schedule

(Continued on Page 8)

More Publicity Is Sought From Newspapers Owning Stations That Are Affiliated With Network

Another Bobby Breen

A youngster called "Whitey" Wallace, who appeared on Tuesday night's Al Pearce-Ford program over CBS, brought down the house with his singing, very similar to Bobby Breen. "Whitey" returns tomorrow to his home, Lansing, where he will be given a big reception.

JOYCE SEES TELEVISION AID TO MOVIE THEATERS

Miami — "When television comes, theaters are not going to be big enough to hold the crowds that television exploitations will send to the box-offices," declared Thomas F. Joyce, advertising manager of RCA Manufacturing Co., in an address yesterday before the annual convention

(Continued on Page 8)

Radio Adv'g Censorship Proposed in N. Y. Bill

Albany—Under a bill introduced in the Senate yesterday by William J. Murray (Dem., New York City), all advertising matter broadcast in this state would be subject to censorship by the Motion Picture Division of the Department of Education.

Hint from President Lenox R. Lohr that NBC did not seem to be getting a break in the newspapers of the newspaper-owned stations affiliated with NBC has resulted in the station relations department sending an ambassador out to tactfully present the situation and induce the outlets to give the network both advertising and publicity space.

Understood that affiliates in advertising locally have not played up NBC as an institution to an appreciable extent, the station itself getting the break in its affiliated newspaper. While this is not considered 100 per cent true in all cases, there is no specific agreement whereby NBC asks for inclusion to the extent of top billing if and when local outlets advertise.

Contacts so far have been made by a member of the station relations staff who is seeking to work out deals with the stations in question. About 35 affiliated outlets are newspaper owned, including the McClatchy group in California. Two important outlets are affiliated with Hearst newspapers, such as WCAE, Pittsburgh (Pittsburgh Sun Telegraph)

(Continued on Page 8)

Wonders Starts Today At Rockwell-O'Keefe

Ralph J. Wonders officially becomes associated with Rockwell-O'Keefe Inc. today. Originally scheduled to join the organization last Monday, Wonders took additional time out to fully consider other offers before actually going with R.-O.

He is in charge of the radio department.

WLW and WHN Affiliation Begins Working in 10 Days

McGillvra Is Appointed WBRY Representative

WBRY has appointed Joseph Hershey McGillvra of New York and Chicago as exclusive national representative. WBRY carries Mutual and Colonial network programs and maintains studios in Waterbury and New Haven, Connecticut.

The WLW-WHN tie-up arrangement will begin to function within the next ten days, according to William S. Hedges, general manager of WLW and vice-president of Crosley Radio Corp., who consummated the deal on Tuesday with Louis K. Sidney, managing director of WHN, as reported in yesterday's RADIO DAILY.

No details were made public by

(Continued on Page 8)

Jazz from Church

East St. Louis, Ill.—While WTMV is repairing the organ in the Majestic Theater, the station's musical director, Paul Godt, has been remoting daily from his church, Immanuel Evangelical. Though some of the jazz has been omitted from his turn, there's plenty left. Pastor E. W. Jaeger gave his permission for the broadcasts of the popular melodies.

RADIO DAILY

Vol. 1, No. 27 Thurs., Mar. 18, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Wednesday, Mar. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	174¼	173¼	173¾	— ¼
Crosley Radio	25	24½	24⅞	+ ½
Gen. Electric	59⅛	58⅜	58½	— ½
North American	28⅛	27⅜	27⅜	— ¼
RCA Common	11⅞	11⅝	11⅝	— ⅛
RCA First Pfd.	78	77	77½	— ½
RCA $5 Pfd. B	(100 Bid)			
Stewart Warner	20¼	19¾	19¾	— ½
Zenith Radio	37	36½	36½	— ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	.....
Majestic	4⅝	4⅜	4⅜	— ⅛
Nat. Union Radio	2¾	2¾	2¾	.....

OVER THE COUNTER

	Bid	Asked
CBS A	57⅛	59⅛
CBS B	57	59
Stromberg Carlson	16⅝	17½

New CBS Variety Show

"Will Wright, Vice-President" is the title of a new variety show that will debut Tuesday, 3-3:30 p.m., over the CBS network. It will be heard Tuesdays and Thursdays at the same hour. Will Wright, radio character actor, is writer, director and chief actor on the program, with a 16-piece orchestra under Leith Stevens.

Vanity Fair Opening April 10

Vanity Fair, swanky new night spot on 57th St. opposite Carnegie Hall, is undergoing final elaborate preparations for opening April 10. Star talent expected to be featured in the new rendezvous include Reed Lawton, Charlie Kemper, Lee Myles and his Vanity Fair Orchestra, Lesa Abbott and others.

My Little Buckaroo
from "Cherokee Strip"
The most beautiful song of its kind!
M. WITMARK & SONS
RCA Bldg. New York City

Spot Series Brings Surprising Results

Using a radio spot campaign for the first time over KWTO, Springfield, Mo., Air Electric Sales Co. of Kansas City, manufacturers of Win Dynamo, received so many inquiries that it was necessary to establish a district distributor for 15 counties in Springfield, and also to establish distributing points in neighboring Arkansas, Kansas, and Oklahoma districts. The radio spots over KWTO lured 444 inquiries from Missouri, Arkansas, Kansas, Oklahoma, Texas, Louisiana, Colorado, North Dakota, Illinois, Mississippi, and Iowa in just 14 days. Sponsors now planning daily 15 minute broadcasts to back up intensive distributor efforts. Win Dynamo is latest invention designed to give rural homes electricity by means of wind generating.

Sustaining Features For New Buckeye Net

Cleveland — Sustaining features booked for this week on the new Buckeye-Network, regional web including WHK-WJAY, this city; WHK, Columbus; WKBN, Youngstown, and WSPD, Toledo, include WHK's Opera Series with Louis Rich, L. Nazar Kurkdjie's ensemble from the Hofbrau, Jimmy Ague and the Golden Girls, Gene LaValle's "Old Pop," Walden String Quartet of Cleveland College, Forest City Minstrels and Ruth Parks, and WHKC's Columbus Cowboys, Word Man and Meechy's western music.

The network began functioning Monday with Dick O'Heren and Grace Williams in a song program and Gene Lavalle's "Hollywood Reporter," and West and Matey's song-patter program.

Hank and Slim Newman's Georgia Crackers, sponsored by Crazy Water Crystals for six half-hours weekly, also are on the net.

Renews for Third Year

Springfield, Mo. — Phillips Petroleum Co., Bartlesville, Okla., has just renewed its contract to sponsor the late newscasts over KGBX for 52 more weeks. This marks the third consecutive year for Phillips News on KGBX. Phillips News booked for 8:30 p.m., Monday through Friday, 9 p.m., Saturdays; 7 p.m., Sundays.

Starting April 1, Roi-Tan Cigars resume their "Man-to-Man" transcribed features over KGBX, having signed for a spot preceding the Phillips News each evening, including Sundays.

Cottingham, McAndrews Upped

Robert T. Cottingham, WBZ news and special events staff, next week will be promoted to WRC-WMAL, Washington, serving in a similar capacity. Emerson Waldman, now director of WRC-WMAL news and special events division, is resigning and William McAndrews, Waldman's assistant, succeeds to his post with Cottingham taking McAndrews assignment. Waldman is moving to Virginia and plans to travel for a time. WBZ and WRC-WMAL are NBC owned and operated stations.

Blackstone to Use Spots

Blackstone Products Co. (chocolate laxative) will use a series of spot announcements in its new advertising campaign. Blaine-Thompson has the account, with M. L. Ullman as account executive.

Stories of Old Inns In New WCAE Series

Pittsburgh—"A Night at the Inn," dramatic stories of famous old inns and taverns in America and Europe, made its debut over WCAE last night, 7:30-8 o'clock, sponsored by Victor Brewing Co.

Programs, handled by Ed Harvey, the station's program director, will be historically correct in every detail, with a cast of actors employed to portray thrilling incidents. Earl Truxell's orchestra provides music, and there is a quartet consisting of Mal Thompson, Ed Sprague, James Hayden and Ray Griffin.

Three Join Edward Petry

Albert J. Young, Jr., for the past two years a member of the sales staff of WMCA in New York, has joined the local office of Edward Petry & Co., station representatives.

Morris ("Steve") Mudge has resigned from the Chicago advertising staff of Conde Nast, where he was connected for two years, to join the Petry office here.

Richard S. Daley, on the staff of Kelly Smith, newspaper representatives, for the last four years, is now in the Detroit offices of Edward Petry.

Opportunity Nights

Opportunity Night, a local feature over WBIG, in Greensboro, N. C., by one of the south's largest furniture stores, is featuring talent from various industrial establishments. On Saturday, the Mock-Judson-Voehringer Company, hosiery manufacturers, furnished a complete show. A cigar factory will furnish the show for Opportunity Night next Saturday.

KGBX Adding 3 NBC Shows

Springfield, Mo.—KGBX adds three new and outstanding NBC shows to its schedule in the month of April. Cycle Trades of America starts April 1; George Burns and Gracie Allen (Grapenuts), April 12, and Edwin C. Hill's new programs for American Tobacco Co., April 12.

Moonettes Join Barney Rapp

The Moonettes, popular singing trio appearing over WBIG, Greensboro, N. C., for the past six months, have joined the Barney Rapp Orchestra in St. Louis.

COMING and GOING

KARL A. BICKEL, president of Continental Radio Co., Scripps-Howard radio subsidiary, will return to New York from Florida on April 2 to attend the Dutch Treat Club's dinner.

WILLIAM S. HEDGES, general manager of WSAI-WLW, returns to Cincinnati tomorrow.

"COOKIE BOWERS" (Morris Blau) and LARRY ADLER, harmonica virtuoso, sail today on the Normandie.

BERNARD L. MILLER, attorney for the Santly Bros.-Joy, and the Select music companies, left yesterday for Hollywood to close motion picture music contracts.

WILEY HARRIS of WJDX arrived in New York yesterday from Jackson, Mississippi.

H. V. KALTENBORN, CBS commentator, flew aboard a United Airliner for Chicago last night to do a broadcast and then will go on to San Antonio, Tex.

MRS. JASCHA HEIFETZ, the former picture star, FLORENCE VIDOR, sail for England today aboard the Berengaria.

DEANNA DURBIN is east-bound to make recordings with Leopold Stokowski, at RCA Victor studio in Camden, N. J. Recordings will be made before work starts on their new picture.

Psychological Drama Being Tried by WGN

Chicago—An experimental psychological drama, "Drums of Conscience," will be tried over WGN-Mutual on Sunday at 1:30 p.m. CST, in the spot usually occupied by the University Broadcasting Council's Men of Destiny series. The play was written by Arthur K. Akers, author of Negro stories, in collaboration with James Whipple, chief of the UBC production staff. The script, woven around an old Negro legend, was rewritten more than a dozen times before being accepted.

New Series on WCNW

"The News Parade", a new series of dramatized news programs, will start Saturday on WCNW, Brooklyn. Allan Black will write and produce the programs. Scripts will be uncensored and contents will be closely guarded before the broadcasts.

Joins "Unseen Friend" Cast

Beneficial Management Corp., sponsor of the Unseen Friend program heard over CBS Sundays, 5-5:30 p.m., has signed Dorothy Knox, Montreal actress, to appear on the program beginning with the March 28 broadcast.

Aunt Susan Renewed by CBS

Aunt Susan, popular Sunday morning CBS feature, will continue on that web indefinitely, according to a renewal set yesterday. Program, a sustainer, is aired 9-9:55 a.m., directed by Nila Mack.



AGENCIES

ALVIN H. KAPLIN, for the past 12 years an account executive of Rose-Martin Inc., has been appointed vice-president and radio director of that agency.

BLACKSTONE AGENCY has been appointed by Skin Vista Inc. (facial cleanser) to handle its account. A radio campaign is planned for the future, but no announcement has as yet been made concerning spots. Monte Proser is the account executive.

ZENITH RADIO Corp. and La Salle Extension University, Chicago, have placed their accounts with the E. H. Brown Advertising agency of that city.

ERWIN, WASEY & CO. is handling a spring advertising campaign for Liebmann Breweries Inc., Brooklyn on Rheingold Pale Double Bock.

STANLEY H. FISHMAN, formerly of Charles B. Knight and Associates, has joined the Irwin S. Richland advertising agency as account executive.

BROOKE, SMITH, FRENCH & DORRANCE advertising agency has been appointed by the State of Maine, to handle an advertising campaign for Maine potatoes. Radio will be used.

DON COPE, director of Benton & Bowles, is seriously ill and will go on a cruise shortly.

Albany Brewery Plans Spots

Beverwyck Breweries, Albany, (beer and Irish Cream Ale), is planning a series of spot announcements in New York, New England, New Jersey and southern states to start around April 1. Peck Advertising agency, N. Y. has the account.

Combining Ark. Studios

Little Rock, Ark.—Studios of KLRA and KGHI are to be combined about April 5 in the Arkansas Gazette building, it is stated, following acquisition of an interest in the stations by the newspaper. C. W. Allsopp, advertising director of the paper, has been named a director of Arkansas Broadcasting Co., which owns the two stations.

WINS to Cover Circus

WINS has made arrangements for a daily broadcast of the Cole Bros.-Clyde Beatty Circus from the Hippodrome in New York. The broadcasts begin today and continue through Monday, and will be heard over the New York State Broadcasting System.

BIRTHDAYS



March 18

Greetings from Radio Daily

to

George Olsen

Phil Alexander



● ● ● **Coca-Cola has had an air show in readiness for the past eight months awaiting proper time on the nets!....It would be a variety show with Gus Haenschan's band, Singer Reed Kennedy and visiting femme vocalists....They would have you believe that Edgar Bergen with dummy Charlie MacCarthy will head a variety show for Chase & Sanborn....Earl Ferris' "system" has been in operation for six months and doing all right for Earl the past 14 weeks....CBS director Brewster Morgan is ailing.... Another change of announcers on the "Vox Pop", with auditions taking place today for the Pat Kelly spot....WHN will broadcast the Adolph Zukor testimonial dinner the 29th from the Waldorf....Arnold Johnson and revue goes into Philly's Fox theater the 16th....Paul Specht, bandleader, has given up the music biz and will devote his efforts on the publication of a Chicago magazine called "Spotlight"...."March of Time" cast presented Nancy Kelly with a birthday cake yesterday.**

● ● ● *Songplugger Benny Abrams of Shapiro-Bernstein celebrated his 25th wedding anniversary yesterday by arriving late at the office....The Mutual wire has been yanked from Jack Dempsey's and the band will undergo a cut in men....Glen Darwin is a new NBC artist....Nat Brandwynne will leave for the coast after the Essex House engagement....William S. Hedges, WLW general manager, was tied up in the St. Patrick's parade on Fifth Ave. and couldn't make his hotel in time for an important engagement.*

● ● ● **The Biow agency auditioned Del Casino, Buddy Clark, Margaret MacCrae and Barry McKinley yesterday....Ted Husing will bowl on the 24th....Phil Duey set for Rubinoff transcriptions; also Arlene Jackson.... The Frim sisters are changing their name to the "Carroll Sisters", which will no doubt create a furore with the original Carroll's, Francis and Teddy ....W. C. Handy, composer of the "St. Louis Blues", lost his wife Tuesday....Abner Silver (he's the songwriter with a lock on his home phone!) and Al Sherman, are trying to interest one of the many comics who are claiming the authorship of "Today I Am a Man" to introduce the song by that title.**

● ● ● *Teething-trouble seems to have become an epidemic on the airialto, with Announcer Jean Paul King having a molar extracted, Chief CBS Hostess, Mae MacNair and songplugger Davie Kent, complaining of jaw-trouble....Loew's State's Al Rosen reports the line-up of talent for vaudeville's ace theater; Helen Morgan follows Apollon, Ted Lewis, Ed Sullivan, Horace Heidt, Cab Calloway and Paul Whiteman.....Patti Pickens and husband, Robert Simmons are also set for the Rubinoff transcriptions.*

● ● ● **Now Director Ken MacGregar has taken sick on the Palmolive Beauty Box, which caused the change of policy on last night's airing. Hershel Williams replaced Ken....Charles Coleman, Met Opera singer did the songs with Dragonette. It will be a variety show for a few weeks.... Jack Denny will be spotted in Pa. for the summer, while Don Bestor goes to Dallas....Austin Wylie follows Reggie Childs in the Commodore Perry in Toledo the 27th...."Three Kings of Swing" go to the Radisson Hotel in Minn....congrats to WHN on their 15th anniversary today.**

GUEST-ING

FERNAND GRAVET, who will be heard on the Magic Key program next Sunday in a short-wave pick-up from Paris, will probably do a number from his new picture, "King and the Chorus Girl." Song is titled, "For You."

PAULINE FREDERICK, now in "Masque of Kings" on Broadway, to guestar on the "Hammerstein Music Hall" program March 30.

MARGO will be interviewed by Jeff Sparks on next Sunday's "Varieties" program.

LANNY ROSS will be interviewed by Nellie Revell on her March 23 broadcast, 5 p.m., over the NBC-Blue network.

FRANK FAY and JOHN BOLES will play return engagements on the Camel program next Tuesday, 9:30-10:30 p.m. over CBS network.

GEORGE BURNS and GRACIE ALLEN will do "Dulcy" on the Lux Radio Theater program March 29.

CHARLES COBURN, star of the Broadway play, "Sun Kissed," will be interviewed by Nan Martell on the "Theater Guide" program over WINS at 11:30 a.m. today.

DICK MERRILL, aviator, will be Jack Ingersoll's guest on tonight's Bowling Congress broadcast at 8 o'clock over WINS.

BRUNA CASTAGNA, Metropolitan contralto; JOSEPH SCHMIDT, Rumanian concert tenor, and ANDRES SEGOVIA, guitarist, will be heard on the Magic Key of RCA on Sunday over the NBC-Blue network, 2-3 p.m.

ROSA PAULY, Hungarian opera star, will be among guests in Richard Straus' opera, "Elektra," directed by Artur Rodzinski, over CBS on Sunday at 3 p.m.

CHARLES KULLMANN, tenor, will be with Ed Wynn on Saturday at 8 p.m. over the NBC-Blue network.

DR. ANGELO PATRI guests on the March 26 "Magazine of the Air," over CBS at 11 a.m.

THOMAS CHALMERS, tenor, CHARLIE KING and ILLIANA, night club artist, are booked for the "Hammerstein Music Hall" of March 23 over CBS at 8 p.m.

FRANCES PERKINS, Secretary of Labor, will be heard over WHN tomorrow evening at 9, the talk coming from the Ulster-Irish Society Dinner, with Gen. Hugh S. Johnson and Sir Gerald Campbell among other speakers.

JOSEPH T. HIGGINS, Collector of Internal Revenue for New York, will speak on "Tax Collections and Your Social Security" in a broadcast over WMCA Monday evening, 10:30-10:45 p.m.

THE NEW BALLAD SENSATION

CARELESSLY

NORMAN ELLIS MUSIC PUB.
113 WEST 57th ST. N. Y. C.

☆ Chatter ☆

WILL A. PATTON, commentator of the "Women in the News" daily program which began Monday over WRGA, Rome, Ga., under sponsorship of the local Coca-Cola bottling plant, received a big send-off for the program in the form of a full-page ad in Sunday's Rome News-Tribune. Patton's picture was right in the center of the page.

Lee Sullivan, NBC tenor, and Neila Goodelle have just completed the first of a series of six Educational film shorts. The rest will be completed within the next few weeks.

Virgil V. Evans of WSPA, Spartanburg, S. C., is only awaiting word from the FCC before starting work on a new station in Gastonia, N. C. Hearing on his application was held recently.

Gwendolyn Farrell, a WBIG (Greensboro) feature, has been signed for 13 weeks for Norge, over the Greensboro regional, WBIG.

Two new groups, the Lang-Worth Military Band, and a mixed quartet, have been formed by Langlois and Wentworth. Both groups have already started recording at the RCA Victor studios, the band under the baton of Bert Hirsch, and the quartet under the direction of Ralph Wentworth. Discs will be released to all stations suscribing to the Lang-Worth Planned Program Series.

Add situations: Gene Stafford, Copy Chief of Langlois and Wentworth, and writer for several shows, trying to look nonchalant in the same studio with his wife, well known radio actress. Pair have been married since last summer but she uses her maiden name and the directors whom both serve don't know it.

Visiting Kansas City radio stations Reggie Martin, station manager KFAB-KFOR, Lincoln, accompanied by several members of the staff, including Lyle DeMoss, program director; J. Gunnar Back, continuity chief; Bill and Don Larimer, sales force; Jack Hanssen, special eventer; and Bud Cherington, salesman. Tour covered KMBC, WHB, and KXBY.

Phillips H. Lord, back from his three weeks' vacation, will resume his duties on Gang Busters on Wednesday, over CBS, replacing Colonel H. Norman Schwarzkopf, who has been presenting the program during Mr. Lord's absence.

Orders for 52 more scripts, each complete and all set in an India background, have been received from a Canadian company by Sidney Northcott, Omaha, local radio writer. This is the third order Northcott has received from this company.

R. M. Hetherington, young salesman and nephew of J. Chris Hetherington, formerly of WTMV and now with WBBM-CBS has joined the WTMV sales staff in East St. Louis.

Tom Johnson, Oklahoma City salesman, is recovering from an operation.

Jack Shelley, assistant in the news department of WHO, Des Moines, was thanked for his "diligent, informative and faithful services in connection with the Hardware News broadcasts" in a resolution passed by the Iowa Retail Hardware Ass'n at its annual meeting.

Conrad Thibault, goes on a European jaunt this summer.

Ty Tyson, WWJ's popular main-in-the-street, is making radio listeners cookie-conscious. His sponsor, the Lakeside Biscuit Co., of Detroit, reports that the February sales of its Buttermaid Cookies surpassed those of November and December combined.

Walt Framer, Pittsburgh free lance movie scribe, celebrates fourth anniversary on the air this week. Movie spieler started with Hollywood Show Shopper program, independent movie theaters sponsoring, and has since branched to 25 programs weekly.

Shorty Hobbs and Grandpa Jones, who met recently at the WWVA Jamboree, Wheeling, W. Va., are having a "feud" along Hatfield-McCoy lines, all because Grandpa Jones sent candy and flowers to Cousin Emmy.

"Lasses White," which was a famed minstrel troup some years ago, held forth over KYA, San Francisco, and the California Radio System one night last week as the "Lasses White California Minstrels."

Vernon A. Trigger, formerly sound engineer of WBZ, has opened the Lyric Theater, Springfield, Mass.

Jack Zoller, after two years of radio acting in New York, is back in Cincinnati, at WLW, where he has been assigned a role he created three years ago, that of Danny Stratford in "The Life of Mary Sothern," being heard at 4:15 daily except Sunday over WLW and the MBS net.

Pick and Pat do their Monday night WABC commercials in blackface, but leave off the cork for their Molasses 'n' January characterizations on WEAF's Thursday night "Showboat."

Alan Roberts, WMCA's "Prince of Song," is a student of Chaucer and knows hundreds of old English folk songs and ballads but his air programs consist mostly of Tin Pan Alley creations.

Bill Gillespie's secretary, an alumnus of the University of California and University of North Carolina, is doing Ethyl Hill's Page on the Brown-Dunkin Tabloid every morning, over KTUL, Tulsa. Every afternoon she broadcasts Fashion Chatter, the latest fashion news direct from the United Press wires. On Sunday mornings she takes part in Uncle Bill's broadcast of the Tulsa Tribune Funnies. She uses the radio name of Cathryn Carlyle.

ONE MINUTE INTERVIEW

JACK HASTY

"Radio producers should be most careful in the use of background sounds, and orchestra leaders should not come in so soon that the music drowns out the final words of a speaker or an actor. There is a tendency on the part of many conductors to 'jump the gun.' More thought too could be given to the emphasis on single words. Lines should be over played rather than under played."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 12 of a Series.

WDBJ—Roanoke, Va.

930 K.C.—5,000 Watts Daytime, 1,000 Watts Night

R. P. Jordan, Gen. Mgr. **F. D. Kesler, Com. Mgr.**

WDBJ, born as an amateur short wave station, is owned and operated by the Times-World Corp. As 3BIY, it was just a hobby of F. E. Maddox, an employee of Richardson-Wayland Electrical Corp., when his bosses purchased it. Today it has become one of the leading stations of the south, and it services regularly some of the richest markets in the country.

* * *

ESTABLISHED in 1924, WDBJ is now celebrating its thirteenth anniversary in a new $105,000 building which houses two modern studios and executive offices. In the not-so-distant Colonial Heights, on a 14-acre plot, stands the 312-foot vertical antenna and a two-story building which houses a new RCA high-fidelity transmitter, emergency studios and engineer's quarters, modernized to air-conditioning.

* * *

WDBJ's station manager, R. P. Jordan, was the first person to play a fiddle over WDBJ. That was 'way back in 1924 when the station was struggling along on 20 watts and was operating on 1310 kilocycles. That first broadcast of his was a mechanical triumph for the whole station. For the first time, WDBJ was heard as far away as seven miles. Today, operating on 5000 watts daytime, and 1000 watts at night, WDBJ is heard many hundreds of miles from Roanoke every broadcasting hour. It became affiliated with Columbia Broadcasting System in 1929, and in 1931, already considered one of the nation's leading stations, it was purchased by the Times-World Corp.

* * *

WDBJ's list of national advertisers is impressive. Chevrolet, Gulf Oil, Texas Co., Gillette, Lever Bros., R. J. Reynolds Tobacco, Campbell Soup, Liggett & Myers Tobacco, Chrysler, Nash Kelvinator and A. & P. are only a skeleton of the actual list. Among the artists heard regularly over the station are Eddie Cantor, Kate Smith, Phil Baker, Burns & Allen, Hal Kemp, Jack Oakie, Milton Berle, Vincent Lopez, Dave Rubinoff, and Jan Peerce. In addition there is a daily schedule of programs that runs continuously from 7 a.m. to midnight.

ANNOUNCERS

MIKE GALLAGHER, staff announcer at KTAT, Ft. Worth, declares that radio leads to motion pictures, even if it is only in a small way. Gallagher, who handles a daily remote from the New Isis Theater, was asked by the manager of the theater to prepare a speech of appreciation to deliver to the show's patrons on the occasion of the theater's first anniversary. When Gallagher appeared with the speech he found that instead of facing an audience he had to perform before cameras and make a short short to be used on the New Isis screen.

BILL KARN has joined the announcing staff of KOMA, Oklahoma City. Karn comes to KOMA from KPDN, Pampa, Texas. He will assist the KOMA News Bureau in preparing and delivering the five news periods broadcast daily.

CARLTON KADELL, announcer of the "California Hour," is scheduled to make a series of minute recordings for the sponsor of this program when the contract for the present air series has been fulfilled.

CLINTON BLAKLEY has joined the announcing staff of WBIG, in Greensboro, North Carolina.

Two Southern Gentlemen In New Series on WMCA

Two Southern Gentlemen, Bob Mason of St. Petersburg, Fla., and George Dixon of Wilmington, N. C., discovered by Charles Wilshin, director of WMCA's artist bureau, will start a thrice weekly series over WMCA and the Intercity network, next week, airing Tuesdays, Thursdays and Fridays, 10:45-11 a.m. Program is musical, with Dixon reading an original poem at each session.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

SHEILA BARRETT, the gal who draws caricatures with her face, pow-wowing with Paramount Pix....One of the few femme arrangers, Ona Welsh of the "Kit Kat," functions in that capacity for the "Three Peppers" program....WNEW femininity all atwitter on account of Chief Announcer Ted Webbe has renounced upper lip hirsute adornment.... 39 (count 'em) femmes will guest-record for the new Rubinoff "Musical Moments Revue"....Patti Pickens, Benay Venuta, Gogo Delys, Willie Morris and Tess Gardella are a mere 5 of them....Kay Weber posing for beauty and fashion pix for Peggy Sweet, Fashion and Beauty Editor of the Chi Herald Examiner.... Eve Love, publicity damsel, formerly with NBC, back in town today after Washington confab with Maestro Whiteman, en route to New York from the Biscayne Kennel Club and Florida dog days.

▼ ▼

A new commercial for spring, with a fur company and an automobile concern both agog, is being rumored for "The Rhapsody in Blue's" chief exponent....Chapeaux take to the air over KWTO, with two ultra Springfield, Mo., shops publicizing what's on women's minds....Both the Roxy Hat Shops and Hatland say that results from radio versus newspaper advertising are in the ratio of 10 to 1 in favor of the airwaves.... Another femme problem dating from the paleolithic period receives consideration when Patricia Barclay plays the frau in "How to Keep Your Husband Civilized" March 22 over the NBC-WJZ Network.....Nellie Revell will interview two thespian luminaries when Ethel Barrymore and Bee Lillie appear as her guests March 30 and April 6, respectively.

▼ ▼

First proposal dramatized on the Fanny May Baldridge-Newell Davis WMCA "True Marriage Proposals" broadcast Friday is that of little Lynn Mary Oldham's (she's one of radio's pet youngsters) mater....Judy Canova's visiting firewoman is her own "Aunt Sweet" from down Dixie-way....The NBC crowd think she's a lamb and she bestowed on them all the order of the "real Cracker" ....The Van Wirt, Ohio, steno who gave rules for bosses on Phillips Lord's "We, the People" last Sabbath got a chuckle from the man higher up instead of the bird, as was fearfully anticipated.



"INTER-BORO SPELLING BEE"

Sustaining

WOR-Mutual, Mondays, 8:30-9 p.m.

ANOTHER SPELLING CONTEST BUT WITH A SLIGHTLY DIFFERENT AUDIENCE ANGLE.

Bob Emery as the spelling master has started an Inter-Boro Spelling Bee on Mutual with Brooklyn the first stop. Program is the same as all the other programs on the air, but has a new touch in that the studio audience acts as a jury in passing upon words that stymie the spellers. If a contestant admits he has never heard of the word a vote is taken of the audience on how many can spell the word. If a large number answer in the affiirmative the word stays. Another rule that should be included in all spelling bees is a limit on the number of times a word should be repeated which no one can spell. By the process of elimination someone is bound to guess the correct spelling. Next week program will be from the Bronx.

"PEGGY TUDOR"

Oneida

WOR-Mutual, Wednesday, 11:45-12 noon.

ENJOYABLE TRANSCRIPTION OF NICELY SUITED MUSIC AND VOCAL NUMBERS.

This WBS transcription series in behalf of Oneida silverware makes its debut with a program that is very appropriate. The orchestra and vocal numbers have been fittingly selected. Peggy Tudor, who does the talks on silver, telling how to arrange the knives, forks and spoons on the table, has a cheery voice. As a hookup with the air series, announcement is made of booklets given away by dealers. John McIntyre is the announcer.

"MIDNIGHT IN MANHATTAN"

Sustaining

WOR-Mutual, March 16, midnight to 12:30 a.m.

Much heralded special events program got up by WOR's staff for airing over the coast to coast Mutual network turned out to be a flop. Announcers were not supplied with any statistics regarding the particular assignment, that they were covering and they asked the same questions of every person interviewed. Spots visited, with the exception to the Sixth Ave. subway excavation and Police Patrol Boat, can be seen in hundreds of other cities. What city does not have a fire house, all-night diner, a produce market, a telephone exchange, and a morning newspaper? Program should have lined up only those spots which are found only in a few other cities better still if found only in New York. An eye-witness account of what went on in night court that night should have been a part of the program. Other points which could have been substituted for the other assignments are a talk with a subway motorman, a cruise through the Bowery or Ghetto, Wall St., the unloading of a freighter in the harbor, a Harlem Taxi dance hall, and a talk with a sentry on Governor's Island. Joe Tobin, Howard Barnes, Dave Driscoll, Jerry Lawrence, Jeff Sparks, and Ed Fitzgerald covered the town.

NBC Airing Harvard Play

Boston—NBC on March 23 will broadcast a quarter-hour program from the Harvard Hasty Pudding Club play, "Come Across." Broadcast will be handled by Arthur Feldman, WBZ news and special events director, and will be on the NBC-Blue, 11:15-11:30 p.m.

SELLING THE STATION

Friendly Letters

Herb Hollister, manager of KANS, Wichita, Kas., sends out a friendly letter, discoursing chattily about the station and also about conditions in the area. The crop situation and the state of business are always important topics to anyone in the middle-west and to sponsors interested in that territory. Hollister touches on these subjects, and also on other items of business and human interest involving KANS. It's a nice, indirect way of acquiring good will.

Film Trailer Exploitation

Unique in promotion stunts for radio programs is the idea conceived by Orville Foster who is featured over KSO, Des Moines, as The Day Dreamer in a daily quarter-hour of organ music, poetry and friendly patter. Foster has made a 2-reel film history of his Day Dreamer show, picturing the many personal gifts listeners have sent him, stacks of mail, mail reports, clippings from newspapers and magazines and other data. The 16-millimeter film has been placed at the disposal of IBS salesmen who can feature it on a small projector lugged to the clients office.

JOHN EBERSON

STUDIO ARCHITECT

□

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

Los Angeles

EDDIE MORAN and Leon Benson will write the Paramount on Parade, which makes its debut Easter Sunday and will be aired 9-9:30 a.m. P.S.T. over the NBC-Red network. First show will have microphones on three sets, broadcasting scenes and talent from "Waikiki Wedding", "Turn off the Moon" and "Mountain Music". Permanent artists on the program include Don Wilson, announcer, Lynne Overman and Mary Carlisle, with Victor Young's orchestra for rhythm numbers. Boris Morros, who will produce and direct, will also conduct a 60-piece orchestra. First program talent will include Phil Harris and band, Albee sisters, Shirley Ross, Martha Raye and Rufe Davis.

Hal Dicker, NBC sound effects man, has just added some new sound effects to his home, having become the proud father, Saturday, of a Baby Girl, christened Judith Ray.

In order that he might take part in a series of broadcasts which his company is sponsoring out of the Pan Pacific's boat and airplane show, Vincent Bendix cut in by remote from Palm Springs where he is resting.

Al Jolson's next Tuesday Lifebuoy-Lever Bros. program will do first radio version of the old play, "The Valiant" which Paul Muni did for the screen.

Donald W. Thornburgh, v. p. in charge on the Coast for CBS, and Fox Case, CBS public relations, has left for San Francisco to line up the part that CBS will play in airing and preparing for the Golden Gate Fiesta and San Francisco's world fair.

Southern Pacific's new "Daylight" streamliner's attempt to set a new speed record on its initial run will be broadcast by CBS Sunday morning (March 21). KNX is putting microphones in at Goleta, (a point along the route at which a big crowd of spectators is expected). Gary Brechner will describe crowd and train, handle mikes set to pick up the sound of the train speeding by.

Questions asked by radio fans will be used as the basis for Grace L. Smith's forthcoming book, "Your Job as a Mother". Miss Smith is KFI's visiting nurse of the air, and author of "Home Nursing Hints".

Robin Hood series of 52 quarter-hour transcriptions, has been taken over by Walter Biddick Co. for exclusive sales rights.

Broadcasting Service Association, Ltd., of Sydney, Australia, (new holding company for stations 2GB and 2UE) will be represented in U. S. by Dr. Ralph L. Power, Los Angeles radio counsellor.

New transcription studio being opened by Carson C. Taylor, 310 S. Irving Blvd. Universal Recording equipment installed.

M. J. Mara, manager of Radioaids, Inc., Hollywood transcription firm, back from a three week tour of Southeast.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

April 15: Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.

Hannibal Broadcasting Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts, unlimited.

The Courier-Post Publishing Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts night, 250 watts S, unlimited.

April 19: Abraham Plotkin, Chicago. CP for new special broadcast station. 1570 kc., 1 Kw., unlimited.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new special broadcast station. 1570 kc., 1 Kw., unlimited.

Ohio Broadcasting Co., Marion, Ohio. CP for new station. 880 kc., 250 watts, daytime.

Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Summit Radio Corp., Akron, O. CP for new station. 1530 kc., 1 Kw., unlimited.

Valley Broadcasting Co., Youngstown, O. CP for new station. 1350 kc., 1 Kw., unlimited.

April 20: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Associated Arkansas Newspapers, Inc., Hot Spring, Ark. CP for new station. 1310 kc., 100 watts, daytime.

April 22: Hildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 Kw., daytime.

Old Colony Broadcasting Corp., Brockton, Mass. CP for new station. 680 kc., 250 watts, daytime.

KVOS, Bellingham, Wash. Renewal of License and permission to transfer control of corp. 1200 kc., 100 watts, unlimited.

April 23: John C. Hughes, Phenix City, Ala. CP for new station. 1310 kc., 100 watts, unlimited.

G. Kenneth Miller, Tulsa, Okla. CP for new station. 1310 kc., 100 watts, unlimited.

Galesburg Printing & Publishing Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

Ann Arbor Broadcasting Co., Ann Arbor, Mich. CP for new station. 1550 kc., 1 Kw., unlimited.

April 26: Clark Standiford & L. S. Coburn, Fremont, Neb. CP for new station. 1420 kc., 100 watts, unlimited.

Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

April 29: WOAI, San Antonio, Tex. Transfer of control of corp. 1190 kc., 50 Kw., unlimited.

George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.

April 30: F. M. Borton, Coral Gables, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts night, 250 watts LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

May 4: C. P. Sudweeks, Spokane, Wash. CP for new station. 950 kc., 500 watts night, 1 Kw., LS., unlimited.

Clarence A Berger & S. S. Freeman, Coeur d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

May 5: George W Young, St. Paul, Minn. CP for new station. 920 kc., 1 Kw. night, 5 Kw. LS., unlimited.

National Battery Broadcasting Co., St. Paul, Minn. CP for new station. 920 kc., 1 Kw., unlimited.

Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime.

Northwest Publications, Inc., Duluth, Minn. CP for new station. 580 kc., 250 watts, daytime.

May 12: Central Michigan Radio Co., Mt. Pleasant, Mich. CP for new station. 570 kc., 250 watts, unlimited.

June 1: W. H. Hartman Co., Waterloo, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS GRANTED

WEEI, Boston, Mass. License to cover CP. 590 kc., 1 Kw. night, 5 Kw. day, unlimited.

KRNR, Roseburg, Ore. Vol. assign. of lic. to News-Review Co. 1500 kc., 100 watts night, 250 watts day, unlimited.

WNBR, Memphis, Tenn. Auth. to transfer control of corp. to Memphis Commercial Appeal Co.

Glenn Van Auken, Indianapolis. CP for new station. 1050 kc., 1 Kw., daytime.

KXL, Portland, Ore. Renewal of license and transfer of control of corp. to T. W. Symons and E. B. Craney.

C. A. Rowley, Ashtabula, O. CP for new station. 940 kc., 250 watts, daytime.

APPLICATION DENIED

E. F. Peffer, Stockton, Cal. Mod. of Lic. to change power of KGDM to 1 Kw. day and night.

(Continued on Page 7)

MUSIC

RUBINOFF has dedicated his newest opus, "Banjo Eyes", to Eddie Cantor, the man who made them famous. He'll play it on his first Chevrolet broadcast, emanating from Hollywood, April 18, at which time he'll be at work on the 20th Century-Fox flicker, "Last Year's Kisses".

Leo Jacobs has handed in his resignation at Isham Jones Music and will be replaced by Bob Lee.

Kay Kyser and his ork, broadcasting from the Trianon Ballroom in Chi via WGN, was the favored musical aggregation when the Mutual network formally initiated KWK, in St. Louis, into the coast-to-coast web, 10:30-11 o'clock last night.

Bob Crosby and his band are expected to be held over at the Congress in Chi until sometime in May or June.

Ruby Newman and ork will succeed Glen Gray and the Casa Loma outfit at the Rainbow Room, March 31.

A premiere within a premiere is what the new Nash series will offer on Saturday, when Grace Moore debuts with a production number of "The Whistling Boy", from her latest picture. The ditty takes the air for the first time.

Kenny Baker will sing a song from his latest picture, "King and Chorus Girl," starring Joan Blondell and Fernand Gravet, on the Jack Benny show next Sunday. Song is called "For You."

Nano Rodrigo and his orchestra auditioned yesterday for James Appel of CBS and Chris Beute and William Watson of Educational Pictures. Several other agencies are interested in him and it is probable that one of the contracts will be signed today.

The six songs which were specially written for the floor show at the new Vanity Fair are being published by Major Music Inc. The score, written by Harold Lawrence, Jay Melton and Barry Niesen, includes "Shame on You" and "Another Night, Another Dream."

Eddie Jungbluth, mid-west maestro, heard for several years on KFAB-KFOR, Lincoln, has just signed for one year as manager of the new Broadview Country Club in Lincoln. His music business will go on, as usual.

Carl Ravell and his lads have gone on their second sustaining,—this time, from The Blue Room, New Orleans, over WSMB. The first one is heard via WWL.



BLANCHE YURKA and Grace Tabor, associate editor of the Woman's Home Companion will be heard in a special broadcast over WMCA Monday, 2:30-2:45 p.m., on "Building Happy Childhood," under the auspices of the Child Welfare League of America, in cooperation with the Women's National Exposition of Arts and Industries.

Popularity of KFOR'S Announcer's Doghouse program has found the studio show lacking the necessary seats to house it. All programs from now on will be staged in the Lincoln hotel ballroom which will seat 500 people.

General Mills will sponsor broadcasts of the New Orleans Pelicans' road games in the Southern Association this summer. Road games will be aired over WDSU, New Orleans, on behalf of Wheaties.

KWTO, Springfield, Mo., has booked the spring "One-Cent Sale" of United Drug Company, featuring the Rexall Magic Hour discs, for 11 a.m., April 13 to 17.

Transcriptions of the Kelvinator CBS program featuring Professor Quiz are being sponsored over KWTO, Springfield, Mo., 2 p.m. Sundays, by the Ozark Motor & Supply Co., Kelvinator distributor of the Ozarks.

Dick O'Heren and "The Jones Boys" open a new commercial series April for Brown Bros. Furniture Co. over WJAY, Cleveland.

The "Noon Revue" on WJAY, Cleveland, now has three emcees. They are Jim Sands, Gene LaValle and Wayne West. Judy Sherrill, former emcee for the program, has been obliged to take a leave of absence.

Charley Hamp, the West's best known one-man radio show, has returned to the air via the six stations of the California Radio System, including KYA, San Francisco, for a series of twice-weekly broadcasts, 9:15-9:30 a.m. on Tuesdays and Thursdays.

Hudson Bay Fur Co. is presenting City, "The Fashion Matinee," headlined by Wally Williams and his headlined by Wally Williams and his Orchestra, John Campbell and Maxine Bunnell as soloists, the Matinee Trio, and Dave Simmons as master of ceremonies. Program is entirely informal with everyone, down to the drummer in the band, having lines. "Fashion Matinee" is heard 3:15-3:30 p.m. MST, Mondays and Fridays.

A cast of 22 players, a chorus of 12 monks, and a string trio will be used on the presentation of the annual Passion Play on WMCA, produced by the Radio Players of the Ave Maria Radio League. The broadcasts will be heard on WMCA and associated stations of the Inter-City Broadcasting System at 8:15 a.m. each week-day morning during Holy Week, starting Monday.

Two weekly fashion broadcasts are being presented over KOIL, Omaha, at 11:15 a.m. Tuesdays and Thursdays by Delia Payne of the Nebraska Clothing Co., which sponsors the program.

The better music program on WOR at 8-8:30 p.m. Thursdays, inadvertently identified in a review last week as the new series of the National Music League, is the regular Alfred Wallenstein program heard over this station. The League's series does not begin until Thursday, April 8.

"Moments" Sold Out

"Moments with Margot," WNEW participating program is now sold out. Sponsors are Lord's, Mi-Oun Cake, Fairbanks Morse, and three New Jersey furniture stores, Lifson, Gray's and Leon's.

F. C. C. ACTIVITIES

(Continued from Page 6)

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Ohio Broadcasting Co., Steubenville, O. CP for new station. 1420 kc., 100 watts, daytime.

Ohio Broadcasting Co., Marion, O. CP for new station. 1200 kc., 100 watts, daytime.

WAVE, Louisville. CP for new relay station. 1622, 2058, 2150, 2790 kc., 50 watts.

Gazette Printing Co., Janesville, Wis. CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.

Anne Jay Levine, Palm Springs, Cal. CP for new station. 1370 kc., 100 watts night, 250 watts day, unlimited.

SET FOR HEARING

Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts night, 250 watts day, unlimited.

Geo. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

R. W. Page Corp., Phenix City, Ala. CP for new station. 1240 kc., 250 watts, unlimited.

WRBC, Inc., Cleveland, Ohio. CP for new station. 880 kc., 1 Kw., unlimited.

WTBO, Cumberland, Md. Auth. to transfer control of corp. 800 kc., 250 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited, be granted.

Merrimac Broadcasting Co., Inc., Lawrence, Mass. CP for satellite station. 1370 kc., 10 to 100 watts, be granted conditionally.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 1420 kc., 100 watts, 250 watts LS., be granted.

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime, be denied.

Lincoln Memorial Univ., Middlesboro, Ky. CP for new station. 1210 kc., 100 watts night, 250 watts LS., be granted.

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

Harold Finlay and Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts night, 250 watts LS., be granted.

North Jersey Broadcasting Co., Inc., Paterson, N. J. CP for new station. 620 kc., 250 watts, daytime, be denied.

The following actions were dismissed at the request of the applicants: Radio & Television Research Co., Los Angeles; KYOS, Merced, Cal.; KDB, Santa Barbara, Cal.; James D. Doss, Jr., Mobile, Ala.; Great Plains Broadcasting Co., North Platte, Neb.; Springfield Newspapers, Inc., Springfield, O.

Joplin Bakery Launches Daily Series on KWTO

Springfield, Mo.—Junge Bakery of Joplin, Mo., has signed a contract for daily 15-minute broadcasts over KWTO here. The bakery is sponsoring daily-except-Sunday "Man on the Street" broadcasts at 1:15 p.m., direct from the Springfield Public Square, with George Earle Wilson, program director and Karl Zomar, chief announcer, at the roving microphones.

For an entire month, the Junge Bakery will concentrate its radio campaign on "Butter Cookies." Another product will then be plugged for a month, and so on. Free packages will be given all persons interviewed, and by-standers also will be handed generous free samples. On the strength of the radio campaign, a chain of 14 independent grocery stores in Springfield is also cooperating in the campaign, designed to greatly increase the sale of Joplin products in Springfield and throughout the entire four-state area, including Missouri, Arkansas, Kansas and Oklahoma. Junge salesmen are "following through" in every grocery store in the widespread area.



JOHN HARRINGTON has been receiving some very complimentary reactions to his new WBBM program, "Train Time", which succeeded his "Man on the Street" interviews. New program is sponsored by Nelson Bros. Storage & Furniture Co. in cooperation with the Northwestern and Union Pacific railroads.

Don Hancock, recovered from his attack of the flu, will pinch hit for Pat Flanagan on the WBBM "Sports Huddle", while Flanagan is on that Catalina Island vacation.

Eddie Dean of the "Modern Cinderella" program plans to drive to his home in Posey, Tex., this summer.

Truman Bradley of the "Ford Sunday Evening Hour" is going to Peoria shortly to speak at a banquet of the University Club.

Coming Events

March 15-22: North American Radio Conference, Havana, Cuba.

March 18-20: Hotel Business Promotion Conference, French Lick Springs Hotel, French Lick, Ind.

March 24: Columbia Broadcasting System stockholders' meeting, New York.

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

April 6: Radio Corp. of America annual stockholders' meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

WLW-WHN AFFILIATION STARTS WITHIN 10 DAYS

(Continued from Page 1)

either WHN or WLW as to the terms of the deal, but it is believed WLW received a better offer from WHN than from WMCA. WMCA, it is said, objected to the one-hour free time on WMCA daily which WLW requested in return for the line charges between the stations which WLW would pay. WMCA offered to pay one-half the line charges with no free time on the station (evening rate on WMCA is $550). WMCA was also to have received a percentage of the time sold on the hookup and it is believed this arrangement still holds in the WHN deal.

No commercial programs have been announced as yet for the hookup but Hedges said there are a number of prospects interested. There will be no combination rate for clients using both stations, full card rates of each station will prevail. Transamerican Broadcasting & Television Corp. will act as representative for both stations and will also have the privilege of taking programs off the line for recording purposes. E. Katz Special Advertising Agency, continues as WHN's national representative on all other business.

Peculiarity of the deal has Transamerican, a Warner Bros. controlled concern, selling time on WHN, owned by M-G-M.

Joyce Sees Television Aid to Movie Theaters

(Continued from Page 1)

of the Motion Picture Theater Owners of America.

Joyce assured the theater men that television was no bugaboo to their business. He pointed out that radio did not kill the newspapers or movies, and that radio was not the serious competitor of recorded music that it was supposed to be. Television, in turn, will make a place for itself without displacing present arts, he said.

The RCA executive added that it would be some time before television arrives commercially.

Chris St. James Dined

Chris St. James, sports announcer of WCNW, Brooklyn, was tendered a dinner Wednesday by station officials in celebration of his fourth year with the station. He is on the air daily at 5:45 p.m.

"Long Underwear Crew"

Mike Riley reveals that the boys who play in the real hot bands designate a legitimate musician as "a member of the long underwear crew."

WHBI's 15th Year

Newark, N. J.—WHBI is celebrating its 15th anniversary this week. Jimmy Shearer has managed the station almost from its inception.

NEW PROGRAMS—IDEAS

Department Store Remote

KDYL, Salt Lake City, is promoting an effective idea in merchandising for department stores. The Auerbach Co., leading department store of Salt Lake City, recently signed a contract with KDYL calling for five remote control broadcasts a day from the store itself. KDYL's engineering staff completely wired the building, providing remote control outlets in every department of the store to which portable, specially constructed remote equipment can be quickly and easily connected. The five broadcasts each day, each three minutes in length, are carried on from a different department at intervals of approximately one hour starting at 8:30 a.m. During each of the short broadcasts, handled by KDYL's chief announcer, Dave Simmons, department heads, sales people, customers and others are interviewed. Broadcasts are planned several days in advance with the store's advertising department, coordinating the radio promotion with the store's newspaper and other advertising.

New Program for Women

A new sustainer called "So You Haven't the Time," dealing with all the things most women wish to do but can't, premieres over WQXR on Tuesday. It will be heard over that station regularly at 3:45 on Tuesdays and Fridays. Alice Pentlarge is featured.

Commend Safety Series

WCSH, Portland, Me., has a 7:45-8 a.m. kid program on the air Mondays through Fridays, which is drawing good comments from parents and school executives alike. Program was started last fall as a part of a safety campaign the American Automobile Association is doing in the state of Maine. A. E. Barnard, AAA's Maine representative, conducts the program which includes a safety message with incidental music. School teachers often quiz their pupils in class as to what was the AAA safety message that particular morning; making the program come under "required listening" by the students. Short time ago a Safety Club was organized by Barnard and club now has 5,000 members. Program originates from WCSH's studios in the Congress Square Hotel.

"Matching Minds"

Louis Azrael, well known Hearst paper columnist in Baltimore, has taken to the air with an unusual program on Mondays, 7:15-7:30 p.m. "Matching Minds" is the title. Students from local schools take part. Two teams of three students each compete on each program and answer questions on sports, history, science, music, etc. A feature is that the questions include none of the "catch" type, all being informative. They are asked by Azrael. Program runs 13 weeks, during which teams will be eliminated. A silver loving cup will be awarded to the final team.

School Service Program

Baltimore—A special and unusual service program for the benefit of parents and school pupils has been started by WBAL. Between 11:30 and noon on stormy or rainy days, WBAL will broadcast information notifying parents and teachers as to whether there will be afternoon sessions.

Varied Viewpoints

Two-Way Communication Is Visioned by Marconi

BROADCASTING, with all the importance it has attained, and the wide, unexplored fields that still lie open to it, is not, I think, the most significant part of modern communications, in so far as it is a one-way communication. The far greater importance attaches, in my opinion, to the possibility afforded by radio of exchanging communications wherever the correspondents may be situated, whether in mid-ocean or on the ice-pack of the Pole, or in the wastes of the Desert, or above the clouds in airplanes. It is only through radio, in fact, that we are capable so far of talking to each other with our own voice across the oceans as well as between the antipodes.

The cardinal rule of my work and effort lies exactly in this bare statement. More than by any praise for the lives rescued through radio and the marvels of television, my heart is touched by the simple letters of appreciation and gratitude which I often receive from the people who have been talking to each other, say from Australia to New York, or from Brazil to Japan.

In radio we have a fitting tool for bringing the people of the world together, for letting their voices be heard, their needs and aspirations be manifested. The significance of this modern means of communication is thus fully revealed.

A wide channel for the improvement of our mutual relations is available to us. We have only to follow its course in a spirit of tolerance and sympathy, solicitous of exploiting the achievements of science and human ingenuity for the common good. I am firmly convinced of the possibility of realizing this ideal.—SEN. GUGLIELMO MARCONI.

NBC SEEKS BETTER BREAK FROM PRESS AFFILIATES

(Continued from Page 1)

and WBAL, (Baltimore News, Post and American). In the midwest especially, many important newspapers own the NBC affiliated outlets.

KIDO Joining NBC On Or After July 1

(Continued from Page 1)

tion in Idaho to become affiliated with any national network. Rate has been set at $120 per hour. KIDO operates on 2,500 watts daytime, 1,000 watts night on 1350 kcs. Reports from Boise declared that it is almost impossible to pick up a daytime national program in the city.

Meanwhile it was announced that WGBI, Scranton, would join CBS at some future date, probably by Jan. 1, 1938. Station is a member of the Quaker network and operates on 880 kc., sharing time with WQAN in the same city, with 500 watts. Frank Megargee is president and Frank Coleman, manager. No network rate has been announced for the outlet. KIDO makes the 118th station on NBC and WGBI is the 103rd CBS affiliate.

Recreated Ball Games For Atlantic Refining

(Continued from Page 1)

calls for a 15-minute resume following the game, with no broadcast from the ball park. Pirates will play 77 games at home, and there will be 55 games, excluding New York and Brooklyn, played on the road. N. W. Ayer & Son has the account.

KTAT Adds Half Hour

Fort Worth — Increase in business, including programs and remotes, has caused KTAT to revise its daily broadcasting schedule and add a half hour to the run. This keeps the station on the air 17 hours daily.

Haigis Asks for Station

John W. Haigis, Republican candidate for Governor of Mass. last Fall has filed application with the FCC to operate a new station at Greenfield, Mass. It is proposed to use 250 watts, daytime only, on 1210 kilocycles.

Modest MacCormack

Buffalo — John MacCormack, announcing here that he is through with concert work and plans to retire to the life of a private citizen after one more engagement in Dublin, added:

"I'll sing on the radio once in a while, if anyone will listen to me."

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 28 NEW YORK, FRIDAY, MARCH 19, 1937 FIVE CENTS

INS News Via Short Wave

LEVER RENEWS JOLSON FOR ANOTHER 52 WEEKS

Lever Bros., Cambridge, Mass. (Lifebuoy and Rinso) on March 23 will renew the Al Jolson show for another 52 weeks on 60 CBS stations, Tuesdays, 8:30-9 p.m. with a repeat at 11:30 p.m. Program features, in addition to Jolson, Martha Raye, Parkyakarkus and Victor Young's orchestra.

Tiny Ruffner, who has resigned from Benton and Bowles, to join Ruthrauff and Ryan's radio production staff, Rinso and Lifebuoy's advertising agents, will start producing this show on March 30. Program originates from Hollywood.

Melton Gets Release From Film Contract

James Melton, heard currently on the Sealtest System Laboratories program, Saturday Night Party, has asked and received a release from his contract with Warner Bros. Melton plans to devote himself entirely to radio in the future. Program is heard Saturday, 8-9 p.m. over the NBC-Red network.

Twin Stars From KFWB With Studio Audiences

West Coast Bureau of THE RADIO DAILY

Los Angeles — When National Biscuit's "Twin Stars" switches from NBC to CBS it will go in for audience shows, but will broadcast from none of the regular CBS radio playhouses. Instead, arrangements have been concluded for use of KFWB's new studio theater, from which the program will be piped to KNX, and thence out over the network.

New writing staff has been organ-

(*Continued on Page 3*)

Africa Spells

Kansas City—In connection with the spelling bees sponsored by Advance Baking Co., KCMO will broadcast a spell-down for colored school children on April 11.

As far as is known here, in the current spelling craze, this will be the first bee in which all the participants will be of the Negro race.

Quiz Burdens Library

Pittsburgh — Such interest has been shown in the WWSW "Yes 'N' No" program that Carnegie Libraries, usually pretty liberal on information, have put on the clamps and refuse any more queries regarding the quiz program. Three-times-weekly shot is a local commercial and has come along fast.

SWANK RAINBOW ROOM OFFERED TO SPONSORS

NBC commercial program department is contacting the leading advertisers and advertising agencies in an effort to sell a half-hour variety program direct from the Rainbow Room atop the RCA Bldg.

Salesmen were provided with a four-page booklet yesterday telling all about the new idea. Booklet stated that NBC has a swiftly-moving program with a master of ceremonies, orchestra, singers and

(*Continued on Page 4*)

Paris Television Unit Will Be Most Powerful

Paris — A commercial television station of 30,000-watt power, said to be the world's most powerful to date, is to be installed at the base of the Eiffel Tower, it is announced by the French Ministry of Posts, Telegraphs and Telephones, the equipment to be provided by La

(*Continued on Page 4*)

Special News Service for the Smaller Stations Being Started Monday by Hearst Subsidiary

International News Service, Hearst news service, on Monday will inaugurate a special news service designed particularly to meet the news requirements of the smaller radio stations for news broadcasting it was announced yesterday.

Service will be delivered to stations via Hearst's own shortwave stations located in New York, Chicago and Redwood, Cal. Full hour reports, especially prepared for broadcasting, will be short waved four times daily, 8 a.m., 11 a.m., 6 p.m., and 11 p.m. In addition to the regular service five flash news periods will be sent out at 6:45 a.m., 9:45 a.m., 1:45 p.m., 4:45 p.m., and 9:45 p.m. Present plan is to send out about 6,000 words daily with the overflow being sent out in a daily mail service.

T. L. Christie, INS radio news editor, will handle the service which will be on the air seven days a week

(*Continued on Page 5*)

PETER deLIMA JOINS LYONS & LYONS AGENCY

Peter deLima has joined the Lyons & Lyons offices, where he is in charge of the radio department. This frees Sam Lyons to attend to the general details of the organization, which has under its wing Jack Pearl, Jack Benny, Phil Baker, Ed Wynn and many other name acts.

De Lima who will contact advertising agencies in selling talent, is

(*Continued on Page 4*)

Don Lee Network After Two More Cal. Stations

West Coast Bureau of THE RADIO DAILY

Hollywood — Lewis Allen Weiss, general manager of the Don Lee Mutual chain, leaves for San Francisco next week for a conference which is expected to add the Golden Empire Chain stations KHSL, Chico, and KVCV, Redding, to the Don Lee network. Stations now owned by Harold Smithson. If negotiations go through as scheduled, the new outlets will be on Don Lee chain early in April.

New Admiracion Series Start on MBS April 18

Admiracion Laboratories (shampoo and hair tonic) start a new series over WOR and the Mutual network April 18. Programs will be aired from 6:30-7 p.m. with the contract calling for 52 broadcasts. Talent includes Tim and Irene Noblette with Bunny Berrigan's orchestra. Following stations will pickup programs: WOR, WGN, CKLW, WAAB, WBAL, WCAE, WGAR, KHJ, KFRC, KDB and KGB. On April 25, KWK, St. Louis, will be added to the net. Charles Dallas Reach, Newark, has the account.

FCC Refuses to Grant Delay In Hearing on Brooklyn Case

Washington Bureau of THE RADIO DAILY

Washington—Represented by an abundance legal talent stations WBBC, WARD, WLTH, WVFW, and the Brooklyn Daily Eagle Broadcasting Co., all of Brooklyn, and WEVD, New York, opened hearings yesterday before the full broadcasting commission, with FCC Chairman Prall presiding to settle, if possible, facility difficulties.

At the very beginning Prall denied the request of Gustav A. Gerber, representing WBBC, to adjourn

(*Continued on Page 3*)

Daily Television Show From WDGY, Minneapolis

Minneapolis—WDGY has started a new series of television broadcasts through its station W9XAT, at 12:30 p.m. daily, under the personal direction of George Jacobson, chief technician.

Dr. George Young, owner of the station, is one of the pioneers in television and has complete studio equipment costing between $40,000 and $50,000.

Intra-Hotel Web

Edison Hotel, which supplies its guests with choice of radio programs, also has a program of its own which is confined to the hostelry.

Florence Rose, one of the executives, writes and broadcasts three 15-minute programs daily, including dramatic and film criticism—and gets fan mail and arguments from the guests in the bargain.

RADIO DAILY

Vol. 1, No. 28 Fri., Mar. 19, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(*Thursday, Mar.* 18)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	173½	172¾	173⅛	— ⅝
Crosley Radio	25¼	24½	24½	— ⅜
Gen. Electric	58	55½	56½	— 1⅛
North American	28⅜	27⅝	28	+ ⅝
RCA Common	11⅞	11½	11½	— ⅛
RCA First Pfd.	77	76¾	77	— ½
RCA $5 Pfd. B	(100 Bid)			
Stewart Warner	19½	19	19¼	— ½
Zenith Radio	36¼	35½	35½	— 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	.....
Majestic	4¼	4⅛	4¼	— ⅛
Nat. Union Radio	2¾	2½	2½	— ¼

OVER THE COUNTER

	Bid	Asked
CBS A	58	60
CBS B	57¾	59¾
Stromberg Carlson	16½	17½

Paul Whiteman Booked For Drake Hotel, Chicago

Paul Whiteman orchestra goes into the Drake Hotel, Chicago, April 9, four weeks booking being reported as at a new high for a hotel salary. Ork will hold forth in the Gold Coast Lounge. Band will be heard from there as a sustaining.

NBC will air a one-hour sustaining done by Whiteman Wednesday, March 24, 9-10 p.m., occasion being a Coast to Coast birthday broadcast of typical Whiteman music. (Birthday is Whiteman's.)

Denver Game on Mutual

The final basketball game of the A. A. U. tournament in Denver will be heard over WOR-Mutual, 11:30 p.m. to 1:00 a.m. Saturday, via KFEL, Denver.

MARTIN BLOCK'S
"MAKE-BELIEVE BALLROOM"
A WNEW FEATURE
1250 Kc.
10 to 11 A.M. - - - 5:30 to 7 P.M.

Every Man for Himself Abroad

Copenhagen—Station Bergen, of the Norwegian national web, is in a tough spot. A French station swiped the wavelength allocated to it and Bergen had to shift to another channel but not without causing interference with foreign stations. Result: complaints from foreign authorities coming in thick and fast, and subsequent changes of channels. About a month ago Bergen hit down on a French channel, and the French have had the cheek to complain to the Norwegian Government about it, notwithstanding that it was originally a French station which forced Bergen into its Mysterious Mose existence. The local listeners are naturally sore about the frequent changes of frequency and contend that picking up the Bergen program has developed into a hide-and-seek game.

Chamberlain Brown Ends 26-Week WINS Program

After a run of 26 weeks Chamberlain Brown, Broadway agent-manager, today winds up his 3:30-4 p.m. WINS program in which he presented stage, screen, opera and radio stars and other Broadway personalities. The program developed considerable fan mail and may be taken over by another station.

On the final WINS broadcast will be Fritzi Scheff, Blanche Ring, Glenn Hunter, Ralph Errolle of the Metropolitan, Roger Wolfe Kahn, Mona Segal, Charles Harte, Diana Croye and others, with Brown as m.c. The continued story on the melodramatic life of Alfred Volckman will be brought to a close, and Brown will render "The Last Round Up."

WJBW Period In Demand

New Orleans—While commercials are banned from the period, which is supposedly of a non-commercial nature, popularity of WJBW's "High School Reporter" period is such that time buyers are dickering to get spots on either side of the period. Mother's Bread holds it at present. Period is 15 minutes, with reporters from public, parochial and some private schools furnishing student reporters who report school activities. Two reporters work each period.

Baseball Games Over WNOX

Knoxville — General Mills, Inc., Minneapolis (Wheaties), has signed with WNOX for the exclusive rights to broadcast all out-of-town games and seven pre-season games to be played by the Knoxville Ball Club, members of the Southern Association. This is the first time in the history of local baseball that a club has permitted a radio station to broadcast play-by-play descriptions of its games. Lowell Blanchard, WNOX program director, will handle the microphone.

Benny With Stoop and Budd

Jack Benny will be a guest on the Stoopnagle and Budd program Sunday at 5:30 p.m. over the NBC-Blue network. Benny will interrupt rehearsals for his own 7 o'clock show, being broadcast that night from the Hotel Pierre, to visit the brother comics.

Hazel Westerlund Ill

Hazel Westerlund, CBS station relations, on the sick list yesterday and confined to her home.

KCKN Sponsor Is Using 5 Hours Daily in Drive

Kansas City, Kan.—For the sixth consecutive year, KCKN has sold an unusually large block of time to the Hans Stores, Inc., of Kansas City, Mo., for use in advertising their sixth Annual Jubilee Radio Sale. For four days starting last Wednesday, an average of five hours a day, or nearly a third of the station's regular time on the air, is being used by the Hans organization. All available station features and sustaining programs are being announced under the store's name, and wherever possible short musical programs have been rescheduled so that full one-hour musical revues can be presented under the sponsorship of the program.

New Biz at WCKY

Cincinnati — Recent new business closed by WCKY, the L. B. Wilson station includes:

Oneida, 13 weekly quarter-hour E.T. programs, "Peggy Tudor," through BBDO; Chrysler, 12 spot announcements, two each night, through Lee Anderson, Detroit; Calco Chemical Co. (Little Duchess Laundry Blue), 52 one-minute E.T. announcements, starting May 3; through Ferry-Hanly Co., New York.

Bill Goodrich at KFBI

Abilene, Kas.—Bill Goodrich, formerly of KLRA, Little Rock, has been appointed manager of the Salina studios of KFBI here, it is announced by K. W. Pyle, director.

Plans are under way to enlarge the studios and increasing talent personnel for the origination of about three hours more per day from these studios.

Promotions at WMBH

Joplin, Mo. — Promotion of Ken Sigars, former program director, to public relations director, and the elevation of Bruce Quisenberry, announcer and special events man, to program director, took place this week at WMBH.

Broadcast from Loew's State

A broadcast direct from Loew's State Theater will take place Monday over WHN. Dave Apollon and his revue will provide the show.

Telephone Hearing Put Off

Washington Bureau of THE RADIO DAILY

Washington—Hearing in the FCC's telephone investigation originally set for March 22 has been continued to March 29.

COMING and GOING

PHILLIPS H. LORD returns today from a three-week southern cruise.

BOB HOTZ, radio production man, formerly with Young & Rubicam, left yesterday for Chicago and will return to New York within ten days.

FRANK PARKER flies to Miami for two weeks and will do two shots on the Ben Bernie program on March 30 and April 6. He will come to New York for his Sunday programs.

PHIL BAKER returns to New York today from Florida after visiting MRS. BAKER and the newborn son.

RICHARD CROOKS, his wife, and their children leave for a cruise aboard their boat when the current opera season concludes.

BUDDY ROGERS has booked passage on the Bremen leaving England March 26.

"DOC" E. R. MUSSO, manager of WBNO, New Orleans, and GEORGE H. PEARCE, the studio's technician, leave the South tomorrow for Washington to take up their petition with the FCC. Station wants unlimited time and a new transmitter, as well as to re-equip. Musso will proceed from Washington to New York to take up accounts with agencies and other time buyers.

FRANKLIN M. DOOLITTLE, WDRC, Hartford, is in New York.

LINCOLN DELLAR, CBS stations relations, on the road for three weeks on a business-vacation trip. First stop is Chicago then on to the West Coast.

J. D. CARPENTER, manager of WKBB, Dubuque, Iowa, leaves New York tomorrow after spending several days in town. Station recently affiliated with CBS.

VIRGINIA LAMONT, radio editor of the Columbus (Ohio) Citizen, in town for a few days, getting first hand info. on how the webs operate.

ERNIE PYLE, columnist for Scripps-Howard Newspaper Alliance, in New York gathering material for six radio features.

ARTHUR BORAN leaves at midnight for Baltimore to appear at the Procter & Gamble advertising executives show at the Loew's Century theater tomorrow. He will return Saturday for the Schaefer Beer program via WOR Sunday.

Mutual Participating In Short Wave Program

WOR and the Mutual network will participate next Sunday in a coast-to-coast broadcast of a DX program for the Newark News Radio Club, a short-wave organization. Program will be aired 2-5 a.m. and will feature short-wave pick-ups from COCO, Havana, and HJ1ABP, Cartagena, Colombia, music from the various outlets airing the show, speeches and a spelling bee from the WOR studios with Bob Emery as the conductor.

Program will be heard over the following stations: WOR, WOL, WAAB, CKLW, KOIL, KSEL, KHJ and the Don Lee network, WTHT, WSAR, WSPR, WLBZ, WFEA, WNBH, WLLH and W1XBS. In the past WOR has usually broadcast two such programs a year, but this is the first time that the entire network has picked up the broadcasts.



FCC BEGINS HEARINGS ON BROOKLYN SITUATION

(*Continued from Page* 1)

for future hearing due to illness of Peter J. Testan. Further discussion, during which each lawyer attempted to change schedule of hearing, resulted in Prall's ruling that the hearing continue as originally scheduled.

Elmer W. Pratt, representing Brooklyn Daily Eagle, seeking facilities of four stations, declared he could prove public interest could better be served by Eagle since original four had proved inadequate.

Prall gave assurance each would have full opportunity to present views as well as rebuttal. Immediately Gerber took the floor, placing on the stand, Peter Testan, Jr., who described himself as general manager and secretary of Brooklyn Broadcasting Co. and engineer of WBBC.

Testan testified WBBC had been operating continually since 1926. Gerber then had witness describe different matters regarding WBBC, together with a financial statement compiled by John J. Fried, in an effort to show station was a going organization. The hearing continues today.

Twin Stars from KFWB With Studio Audiences

(*Continued from Page* 1)

ized, with Phil Rapp, Ken England and Kin Platt scripting. They will not only have to worry about the March 28 show, but also will be working on their final NBC broadcast just two days earlier. Jack Hasty is producer, McCann - Erickson is agency.

Buddy Rogers will not be on the first CBS show, returning from England for the show of April 4.

Witte Offering Books

Lawrence Witte, heard every Saturday from 11:15-11:30 a.m. over WPG, Philadelphia, is currently offering copies of "They Sold Themselves," a book recently published by Hillman-Curl, for the best letters submitted by listeners on their favorite radio artists. The book was written by Joseph Keeley of the N. W. Ayer & Son, New York office and Howard Stephenson.

Barn Dance East

National Barn Dance company, which will tour the east in May, will make remote broadcasts from Radio City and other Atlantic coast spots.

Ed Lowry on Mutual

Mutual network is taking Ed Lowry's "Swing Time" show, Hollywood feature, for coast-to-coast airing as soon as time is cleared.

WFBL Asks More Power

Syracuse—WFBL has applied to the FCC for 5 kw. night power on 1360 kc. station now using 5 kw. days and 1 kw. nights.

Radio and Television

PATENTS

Granted March 16, 1937

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

Re. 20,293—OSCILLATOR SYSTEM. Jennings B. Dow, Washington, D. C.

Re. 20,297—AMPLIFICATION SYSTEM FOR GLOW RELAY DEVICES. Harvey C. Rentschler, East Orange, N. J., and Donald E. Henry, Bloomfield, N. J., assignors, by mesne assignments, to Westinghouse Electric & Manufacturing Co.

2,073,642—ULTRASHORT WAVE MODULATED CARRIER WAVE RADIO COMMUNICATION SYSTEM. Alfred Aubyn Linsell, London, England, assignor to RCA.

2,073,643—ULTRASHORT WAVE MODULATED CARRIER WAVE RADIO COMMUNICATION SYSTEM. Alfred Aubyn Linsell, London, England, assignor to RCA.

2,073,701—TIME-LAG CATHODE CIRCUIT ARRANGEMENT. Eugen Lazzarini, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,073,804—RADIO TUBE. Harry P. Pratt, Chicago, Ill., assignor to William Frederick Grower, Henry Asa Allen, George Squires Herrington, and Howard Thompson Ballard, trustees, acting with said Henry P. Pratt, as cotrustees of Pratt Radio Trust.

2,073,880—INTERFERENCE ELIMINATING DEVICE. William M. Robinson, New York, N. Y., assignor to Solar Manufacturing Corp.

2,073,940—COIL MOUNTING SYSTEM FOR HIGH FREQUENCY CIRCUITS. Vernon D. Landon, Collingwood, and William H. Conron, Haddonfield, N. J., assignors to RCA.

2,073,946—ELECTRON DISCHARGE DEVICE. Bernard Salzberg, New York, assignor to RCA.

2,074,014—AUTOMATIC VOLUME CONTROL CIRCUITS. Kenneth A. Chittick, Haddon Heights, and Wendell L. Carlson, Haddonfield, N. J., assignors to RCA.

2,074,033—IMPULSE GENERATOR. William A. Tolson, Westmont, N. J., assignor to RCA.

2,074,037—AUTOMATIC SELF-SYNCHRONIZED TRANSMITTING SYSTEM. Glenn W. Watson, Detroit, assignor, by mesne assignments to International Business Machines Corporation.

2,074,047—ELECTRON DISCHARGE AMPLIFIER. Francis Lee Deschant, Racine, Wis.

2,074,226—METHOD OF AND APPARATUS FOR RENDERING OBJECTS VISIBLE IN INFRA RED RAYS. Josef Kunz and Franz Urbach, Vienna, Austria, said Urbach assignor to said Kunz.

2,074,253—ULTRASHORT WAVE TUBE. Walter Dallenbach, Berlin-Charlottenberg, Germany, assignor to N. V. Machinerieen-en Apparaten Fabricken "Meaf," Utrecht, Netherlands.

WNEW Begins Games March 22

WNEW to start baseball broadcasts this year March 22 when Earl Harper will describe a play-by-play description of the game between the New York Yankees and the Newark Bears. Program will be heard from 3-5 p.m. from Sebring, Fla. Five other spring training games have been set for airing on the following dates; March 25, 26, 29, April 3 and 7. Programs sponsored by General Mills for Wheaties.

Lucky Using 87 CBS Stations

American Tobacco Co. (Lucky Strike cigarettes) will use a total of 87 CBS stations, including Honolulu, in its Edwin C. Hill daytime series which begins April 5, Mondays through Fridays, 12:15-12:30 p.m. Network will go coast-to-coast on May 3 with a repeat broadcast at 2:30-2:45 p.m. Contract is signed for 13 weeks through Lord & Thomas, New York.

Waxing New Series

Langlois and Wentworth are waxing a new 15-minute script for a network sponsor. Shows will be under the direction of Ralph Wentworth. The cast will include House Jamison, Kenneth Delmar and Don MacLaughlin. Script is being written by Gene Stafford.

Goodman Accounts Renew

The Harry S. Goodman Advertising Agency just received renewals of their contracts for broadcasting with the Mandel Brothers in Chicago, the Boston Store in Milwaukee, Hechts in Washington, D. C., Jefferson Standard Life Insurance Co. in Greensboro, N. C., W. B. Worthen Co., bankers in Little Rock, Ark.

Goodman reports that 70 per cent of his accounts have renewed their contracts for additional broadcasts.

"Faust" on WBNX

Students of German in the James Monroe High School will present a radio version of "Faust" on station WBNX tomorrow from 11:30 to noon, as the second in the series of German Club broadcasts by students of New York City High Schools and Colleges.

Wilson Lang With Glason

Wilson Lang, now appearing at the Ritz-Carlton Hotel, will take the place of Jerry Baker as featured soloist on Billy Glason's Funfest starting Sunday over Station WMCA.

THE NEW BALLAD SENSATION
CARELESSLY
NORMAN ELLIS MUSIC PUB.
113 WEST 57th ST. N. Y. C.

CBS ADVANCE MAN ON CORONATION JOB

CBS will send out an advance man as part of its coverage of the Coronation of King George on March 12, Wallace West being assigned to sail on April 7 on the Queen Mary.

West, from the CBS press department, is familiar with London territory, and will prepare considerable material, before hand and get the picture in advance for the Special Events crew to arrive later. West will be accompanied by Mrs. West and plans to take a four-week European vacation before returning home.

Paul White, CBS director of special events, and Bob Trout, CBS special events announcer, sail April 12 on the Georgic for the Coronation.

Minneapolis Ball Games Over WCCO Fifth Year

Minneapolis—For the fifth successive year, General Mills will sponsor the broadcasts of the Minneapolis Baseball Club over WCCO. Contracts for the 1937 season were signed this week, whereby WCCO will again carry all games played by the Minneapolis team of the American Association, with the exception of those scheduled on Sundays.

It was also over WCCO that G. M. conducted its first test for baseball sponsorship in 1933. Officials of G. M. at that time stated they were somewhat dubious as to what the results might be, as in their opinion, baseball broadcasts were chiefly for men. The first year of broadcasting convinced them, however, that women form a large part of the radio baseball audience.

So successful was this experiment that in 1934, General Mills added six more stations in Buffalo, New York, Columbus, Indianapolis, San Francisco and Des Moines.

Brokenshire as Mutual M.C.

Norman Brokenshire has been offered a contract by WOR-Mutual to become master of ceremonies for the 4:30-5 p.m. variety shows on the network. Brokenshire would take the place of Ed Fitzgerald who has taken a commercial of his own. Leo Freudberg conducts the orchestra on the program, which features WOR talent.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.

SWANK RAINBOW ROOM OFFERED TO SPONSORS

(*Continued from Page* 1)

guests. As a merchandising stunt NBC proposes that a studio audience of a limited number, room holds approximately 350, and a salesmen's weekly contest might be conducted by the sponsor with the winner being rewarded with an all-expense trip to New York.

It is also suggested that the advertiser can arrange to hold the orchestra after the broadcast for music and dancing. In other words make a party of it for the salesmen. Officials of the Rainbow Room, for reasons of policy, reserve the right to approve of sponsor and product advertised, concludes the brochure.

Paris Television Unit Will Be Most Powerful

(*Continued from Page* 1)

Materiel Telephonique Licensee, an International Telephone & Telegraph Co., licensee.

Station is expected to be in operation by July 1, and the transmitter will have a peak of 30 kw. The antenna will project from the flagpole at the top of the 1,000-foot tower. Broadcast range is figured at 50 miles.

100-Watter 50 Miles From Its Transmitter

Selma, Ala.—WHBB, 100-watter operated by Selma Broadcasting Co., of which John S. Allen is president, boasts an unusual accomplishment in conducting program broadcasts 50 miles from its transmitter.

Though generally believed that a 100-watt station is good for only 12, 15 or 25 miles, WHBB has upset the theory by successfully selling merchandise for advertisers in towns 50 miles away.

Local remote studios are maintained in Demopolis, a small town near the Mississippi border, about 55 miles from WHBB's main studios here. From Demopolis, the station broadcasts a daily program of an hour's duration made up of local talent, news and advertising. In addition, WHBB maintains a local studio in Uniontown, a small community 30 miles west of Selma.



March 19

Greetings from Radio Daily

to

John Shepard III

March 20

Ozzie Nelson

March 21

Garnett Marks



ETHEL BARRYMORE

in

"The Man Across the Hall"

Bayer Aspirin

NBC-Blue Network, March 17, 8:30-9 p.m.

Blackett-Sample-Hummert

WELL-WRITTEN AND FINELY ACTED SPECIAL RADIO DRAMA IN ROMANTIC VEIN.

This romantic love drama, authored by David Driscoll especially for Ethel Barrymore, is a nice job. It is much better than a lot of the condensed versions of stage plays that have been put on the air. Story is about a librarian, played by Miss Barrymore, who falls in love with a mysterious stranger whom she first meets in the library and later discovers living in the room across the hall at the same rooming house. Complications arise due to the man being a fugitive from justice, but the finale reveals there was provocation for the crime. Skit holds suspense nicely, and Miss Barrymore's performance was a pleasure in itself. Air Features Inc. produced the show.

"TELL US YOUR STORY"

Wyandotte Cleanser

CBS (Partial Network), Tuesdays, Thursdays, Saturdays, 2-2:15 p.m., E.S.T.

N. W. Ayer & Son

GOOD HUMAN INTEREST PROGRAM WITH PRINCIPALLY FEMININE APPEAL.

Dramatizing true experiences submitted by listeners, with a prize for selected incidents, this recently inaugurated series holds well up to the average of the "true story" features. Lillian Lowans, who authors the programs, does a good job in selection and preparation of material. Acting talent selected is above average. Subject matter of the skits deals chiefly with love, marriage and other domestic complications, appealing mostly to the femme listeners.

Varied Viewpoints

Characterization on Air Demands Much Ingenuity

YOU can't make a crook character out of a radio artist by having him slouch on the stage smoking a cigarette. It takes much more than a cap and some loud clothes to make a gangster for the theater of the air.

A drama with one or two criminal voices is easy, but when you are faced with using three or more robbers in the same period, trouble begins.

It is not enough to reproduce exactly the voice of the man your character is depicting. The listening public wants exact reproduction, but they also want crook characters to sound a little like crooks, just as they want ministers to sound like ministers when they come before the microphone.

When you are deprived of the advantages of make-up the actor must put into the voice that certain something that the public has grown to associate with the criminal. Finding three or four voices with a criminal tone, and still voices that are different, and, on top of that, voices that approach the voices of noted gangsters—that is when the dramatic director rejoices in having a long card index of people with voice types.—PHILIP BARRISON, WMCA Dramatic Director.

Crooks Says Radio Fans Appreciate Better Music

RADIO programs do not do justice to the American scope of music appreciation.

For instance, the beautiful songs of Mozart, Schubert, Brahms, Schumann and Wolf are not widely known, but I, for one, believe that they should be. They are lovely and often simple melodies. I feel that every American could easily understand and appreciate the gusto and swinging rhythm of Schumann's "Song of Provence," the delightful humor of Wolf's "The Drum," the tenderness and ecstasy of Strauss' "Dream Through the Twilight."

So-called "classics" of this kind demand no penetrating musical knowledge for appreciation. They sing themselves in a tonal language that's universal in its embrace, and really should be as popular as the brisk jazz that everyone's familiar with—RICHARD CROOKS.

2,562,837 Phone Calls Recorded by Maj. Bowes

A record of 2,562,837 telephone calls since the beginning of Major Bowes' "Amateur Hour" network broadcasts two years ago have been made by listeners to the series, according to statistics compiled by A. T. & T.

PETER deLIMA JOINS LYONS & LYONS AGENCY

(*Continued from Page* 1)

considered one of the best men in this field, having for several years been with the CBS Artists Bureau, more recently in its Coast branch, from which he resigned a few weeks ago.

Vocational Programs Create Wide Interest

Ames, Iowa—Wide interest is being manifested in the vocational guidance programs being broadcast by WOI, owned and operated as part of the Iowa State College. Station is supported by tax funds and operates on 640 kc. during daytime. W. I. Griffith is director of the station.

Broadcasts dealing with opportunities offered to young people in various vocations are providing a real service to the youth of Iowa. Schools of adjacent states also have become interested in the programs.

Outstanding authorities are invited to discuss topics and answer questions, and the college has put out a Listener's Manual giving information on the broadcasts and containing blank charts for listeners' notes. Many schools have provided classes with the Manual, while other groups are listening in their schools and using the blackboard for important facts.

Eton Boys on Vaude Dates

The Eton Boys will be off the CBS network for two weeks, effective March 25. On that date they open at the RKO Theater, Boston, for one week, and on April 2 begin an engagement at the Earle Theater, Washington. Paul Ross of the CBS Artist Bureau set both deals.

James Calvert In New Post

Fort Worth—James Calvert, who has been broadcasting the early morning news program "What Happened Last Night," over WBAP for several months, has left for New Orleans, where he will head the Louisiana state publicity bureau.

Sets Record on KWTO

E. C. Booth, manager of the nationally-known Colonial Poultry Farms, reports that KWTO, Springfield, Mo., has established an all-time record for results on radio for that concern this season. Inquiries and closures received from KWTO were the best of any of 18 stations used by Colonial Poultry Farms, Booth said in a letter to the station. Results, in fact, bettered any record ever made by any station for Colonial, Booth said. Colonial Poultry Farms have used radio extensively the past six years. Booth recently renewed his contract with KWTO for the entire 1938 season.

INS SPECIAL SERVICE FOR SMALL STATIONS

(*Continued from Page 1*)

with a slightly modified service on Sunday. Service is going on the air for a two week trial period in which any station in the country may pick up and use the material. In the meantime Walter E. Moss, INS sales manager, will have his field crew out contacting the stations. No rates have been announced as yet.

The Eastern territory will be covered by WEEW, Carlstadt, N. J., a 10,000 watt transmitter operating on 9230 kcs. daytime and 7640 kcs. at night. The Chicago station operates on 20,000 watts and the Redwood station has same wattage as Carlstadt. William B. Campbell business manager of communications, is handling the technical details.

All news will be sent out from WEEW to other relay stations in Chicago and Redwood via radio teletype with the relay station sending the news out in International code to the stations. Transradio has used Press Wireless short wave equipment since its inception for some of its clients, plus its wire service. United Press reports that they have tested out the short wave idea and found trouble with the delivery service. All UP radio news is sent out on teletype, but they do use Press Wireless for some service for some news dispatches.

Original Play on WMCA

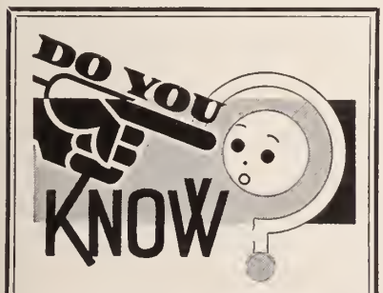
An original playlet in words and music entitled "Porcea Crucis" (Why The Cross) will be offered as a special feature of WMCA's programs on Good Friday, March 26. It was written by Fred Barron, playwright and actor.

WWVA Jamboree Birthday

Wheeling, W. Va.—Fifth birthday of the popular WWVA Jamboree show, held each Saturday night in the Wheeling Market Auditorium, will be celebrated April 3.

R.-O'K. Signs Jarrett

Arthur Jarrett has just signed a contract with Rockwell-O'Keefe.



Statistics from Tokio show the existence of 2,000,000 radio sets in Japanese homes. Owners pay a tax of $1 monthly.



● ● ● Hershell Williams appears to be the likely successor for Tiny Ruffner's spot at B. & B.....Listerine had another hearing of "Grand Central Station" at CBS's Seventh Avenue studios yesterday....N. W. Ayer had an audition at NBC for the Grand Stores, (5, 10, 25c chain) which included Pat Barnes, Man About Town and Nat Brusiloff's orchestra, while Dumke and East ("Sisters of the Skillet") were guestars on the AUDITION!....Ed Smith, WNEW dramatic director, leaves shortly for WPA show directions ....Lee Patrick, last heard on "Your Unseen Friend", has been signed by RKO and goes west next month....The Lebrun Sisters are off the Smith show next week and go to work for Phil Spitalny....Phil Duey, Arlene Jackson and Lois Bennett are set for the Rubinoff transcriptions, while the Norsemen are slated for 18.....Ray Knight has been renewed on the Feen-a-mint show for 13 weeks as of Sunday....General Motors are auditioning almost everyone for their contemplated airings.

● ● ● *Henny Youngman admits that the 15th of this month meant nothing to him! (no tax returns filed) However, thanks to Ted Collins, he's complaining about next year, already!....He opens at the Hipp in Baltimore for six days on the 26th with Bowtie-tying Lazar joining the party!....The NBC boys are throwing a beefsteak party for departing Rubey Cowan next week....The Rooneys, Pat and Junior, have joined again with the Timbergs, Herman and Jr. and are preparing a radio spot....18 persons who have appeared on the "Do You Want To Be An Actor" are working in Hollywood temples this week....Dick Liebert, famous organist, and his Radio Citizens, will be commercialized shortly.*

● ● ● Young & Rubicam are auditioning shows for a fill-in on Jack Benny for the Summer which departs on June 27, and the Phil Baker show, which fades the same night!....Johnny Green and Fred Astaire have just completed a series of recordings for Brunswick on the latest picture....John Nesbitt may be brought east for his airings of the "Passing Parade"....Jack Costello is the new announcer on the "Vox Pop" show....Cecile Cummings of the NBC press dept. is planning a six-week vacation to Ireland....Walter Tibles, purchasing agent of WNEW, quit to accept ass't time-buyer's job at Biow.....Some difficulty with the Broadway show, "Having Wonderful Time", which was slated for Vallee's hour on the 25th, may cause it to be delayed a week.

● ● ● *While being elevator-starter at NBC studios, Richard McDonagh wrote a couple of scripts, which accounts for his new job in the continuity dept....Liebert Lombardo has a Conn. license "LL 85", while Lawrence Lowman's tags are "LL 3", which plates they'll retain for five years....Louise Massey and her Westerners go into the Roxy the 26th.....Jack Treacy, formerly with NBC's continuity dept. has joined Star Radio productions....Betty Finley is with Ralph Wonders at Rockwell-O'Keefe and Mickey Aldrich may join shortly. Cork O'Keefe threw a luncheon for Ralph and the help at the Rainbow Room yesterday.*

● ● ● Clarance Muse, heard on the Oldsmobile show which fades on the 10th, will be starred on an all-colored airing with the sponsor to be made known within 10 days....Borden's "Final Edition" with Gabriel Heatter, Thornton Fisher, John Chapman and a comic strip will not take to the air until the Fall.

WMT THEATER TIEUP IS GOING OVER STRONG

Cedar Rapids—The best bit of exploitation to hit these parts in many months came in the form of a new and unusual program which is hitting the air over WMT, Cedar Rapids-Waterloo, six times a week for 52 weeks with local Paramount theater and Hartman Furniture Co. sponsoring. Program is known as the "Movie Man," with Bill Brown, WMT announcer, emceeing. Feature originates in the lobby of the theater and is really packing them in.

Showmanship angles enter in from every source with Annie Oakleys and personally autographed pictures of movie stars being given to all who take part in the broadcast. Thirty-five different questions concerning movie stars are used on each broadcast with tickets being given to those who send in questions used on the show.

Questions pertaining to the lives, loves and adventures of the stars are given a heavy play on the show and special effort is made to tie in questions in connection with current pictures showing at the Paramount. Humorous questions have met with popular acclaim, with such questions as: "Where do you park your gum when you go to a show?" being asked.

The theater has been able to keep one hand on the pulse of the public and has arranged its schedule to meet the public's demands. Questions regarding policy as to double-features and favorite stars have revealed some interesting facts.

A "Music Memory" contest is held occasionally in conjunction with the movie man show. Numbers in current pictures showing at the theater are played in the lobby, with free tickets for those who send in the correct list of numbers played.

"Movie Tests" are given by having audience read commercials, act portions of films showing at the theater, sing like Crosby, yell like Tarzan or anything which interests the tuners-in and visible audience. Another feature on the same show which created a lot of interest, was a contest on the "perfect wife."

ONE MINUTE INTERVIEW

JOE MARSALA

"Stories persist that most of radio's great dance band leaders don't know any too much about music. Their understanding, the jibes go, is much clearer on bank notes than quarter notes. That's a fallacy. The radio maestri are a strangely assorted set but most of them do have one thing in common. They art reasonably competent popular musicians. Radio isn't like vaudeville when bands had a dummy leader whose asset was good looks and who waved a baton with graceful ease."

THIS ☆ and ☆ THAT

CHATTER

MRS. SI STEINHAUSER, wife of the Pittsburgh Press radio editor, is recuperating after an illness of two months.

Clark A. Luther, manager of WOC, CBS affiliate in Davenport, is visiting the CBS offices in Chicago.

The Three Marshalls, starting tomorrow, will have an additional network program which will be brought to listeners at 12:15 noon over WJZ. Up until now the Marshalls have been heard only on Mondays. Their new spot will bring them to the listeners on Saturdays as well.

Raymond Johnson has been signed to play the lead role in "Don Winslow," based on the adventures of a comic strip U. S. Navy Commander, when the program replaces Tom Mix on March 26 on the NBC-Red net.

Anthony Wayne's original play, "Trouble is the Word for Blair," will be presented over the NBC-Red network at 10 tonight by the Little Theater Off Times Square. Don Ameche and Barbara Luddy are in the cast.

George Biggar, promotional director at WLS, Chicago, recently received an alligator by parcel post from a Florida friend.

Bernadine Peterson has joined the staff of WDGY, Minneapolis, as assistant to Edward P. Shurick, Assistant general manager of the station. Miss Peterson will assist in the production and supervision of programs.

William Salathe, formerly with Braniff Airways has joined KOMA, Oklahoma City, as salesman.

Bobby Roberts, tenor doing a two-a-week series on WTMV, East St. Louis, has been re-signed as m.c. by The Green Diamond, Belleville night spot.

Waller Hornaday, WTMV (East St. Louis) scripter, has been signed to produce and announce new daily series for St. Clair Laundry.

France Laux, ace sports reporter of KMOX, St. Louis, leaves Sunday for the Browns' training camp in San Antonio, thence to the Cardinals' camp in Florida.

Maurice Coleman, general manager of WATL, Atlanta, reports the new 11 p.m. nightly spot for his Red Top Beer account—which he nearly lost recently when the new city government ordered Saturday midnight closing for beer parlors—is proving a big success.

Carolyn Clarke's farce "Pitter Patter," will be offered by the WHO Playhouse, Des Moines, Sunday afternoon. Miss Clarke is the author of radio dramas for First Nighter, Grand Hotel and others.

"Mike," Royal Bengal mascot of Louisiana State University, will be "featured vocalist" on tonight's Pontiac Varsity Show from the Baton Rouge campus over the NBC-Red net.

Marge Hard, WBIG, Greensboro, N. C., organist, is being featured at the National Theater organ. The National put the big organ back into commission because of the incessant demand for more organ melodies in this area.

Lum and Abner are branching out into comic strip syndicates with a series they are working up with Charles Kuhn, as artist. Strip will follow the general line that they use on the air, but use new situations.

Comedian Charlie Butterworth will present the world premiere performance of his own Shakespearean stock company and the widely heralded Astaire-Green-Butterworth vocal trio will make its postponed debut as the twin highlights of the Fred Astaire Hour with singers Conrad Thibault, Francia White and Trudy Wood and Johnny Green's orchestra over the NBC-Red network on Tuesday, 9:30 p.m., E.S.T.

•

GUEST-ING

LOIS WILSON, film star, will be guest of Col. Jay C. Flippen's Broadway Melody Hour on WHN, 8-8:30 p.m., Monday. Irving Aaronson and his Commanders and Helen Yorke will be heard on the same program.

BETTY JAYNES, 15-year-old soprano, appears on Bing Crosby's Kraft Music Hall over NBC-Red 10 p.m. March 25. Others slated for this program: Ernest Schelling, April 1; Kathryn Mesile, April 8; Percy Grainger, April 15; Rose Bampton, April 22; Grete Stueckgold, April 29.

PETER FREUCHEN, Danish explorer-author, appears with Ozzie Nelson and Bob Ripley March 21 at 7:30 p.m. over the NBC-Blue.

THE MILLS BROTHERS will do a guest shot on the Ed Wynn program April 3.

BERNICE CLAIRE will guestar on Walter King's "Memory Lane Contest" today at 12:30.

RUTH ROBBINS, WMCA songster, will be guest on the Fox Amateur Hour over WMCA, March 29 at 9:30 p.m.

ETHEL BARRYMORE will be on the NBC Maxwell House Showboat March 25. She was set by Herman Bernie.

GALE SONDERGAARD and WALTER BRENNAN will be on the Bing Crosby Kraft-Phenix program on NBC-Red network March 25.

DAVID GUION, composer, will appear on George Griffen's NBC-Blue program Wednesday at 6:35 p.m., coast-to-coast with the exception of WJZ.

CLYDE BEATTY, circus star, is being interviewed by Sam Taub on the "Hour of Champions" program Sunday, 1 p.m., over WHN.

•

AD AGENCIES

SIDNEY J. HAMILTON, secretary of Fletcher & Ellis, Inc., has been elected a vice-president and director of that agency.

SEYMOUR MORRIS, formerly with Lord & Thomas, and C. BUTCHER, connected with BBDO, have joined Benton & Bowles.

ALFRED ROONEY agency has been appointed by City Brewing Corp. (Tally-Ho beer) to handle its account. Radio will be used in the advertising campaign now in formation, but definite spots have not as yet been set.

MAILINGS INC., radio response service, will move to larger quarters at 25 West 45th Street next Monday.

•

ANNOUNCERS

ZACK HURT, sports and chief announcer for KFJZ, Fort Worth, Texas, has been chosen to broadcast all baseball games of the Fort Worth Club this year. This station recently paid $5,000 for privilege of broadcasting all of these games.

JOHN GRAY, newest and youngest of WBBM announcers, doubles between the mike and his typewriter in the station's newsroom. Gray was formerly announcer for WSUI, of the University of Iowa.

QUIN RYAN, veteran WGN commentator, will cover the blow-by-blow description of the final bouts in the Intercity Golden Gloves contest between New York and Chicago, aired over Mutual next Wednesday night.

•

HOLLYWOOD

KFI, red net outlet here for NBC, asked FCC and has received permission to go on a temporary 24 hour basis to broadcast half hourly weather news to Amelia Earhart during her Pacific flight. Two years ago, it was found that KFI's regular 640 kc signal pounded out powerfully over the Pacific, could be heard more consistently than many shortwaves. Broadcasting schedule gives six minutes weather reports, every half hour, with music, news, filling in.

Radio department, Federal Theaters project, disking "Deep in the South" programs, with 30-voice negro choir, which it hopes to plant as live talent on one of the coast to coast chains. Buckleigh Oxford, directing. RCA-Victor, transcribing.

Camel Cigarettes, (William Estey agency) has renewed Oakie College for another 13 weeks, the program to remain as is on talent, entertainment policy.

Stanley Cook, general auditor of Radio Transcription Co., here from Chicago for two months at the local headquarters.

Sale of Earnshaw Radio Productions' 104 Chandu episodes reported for American Cleaners for use on KFSD, San Diego (Robert Gracemill agency) and Star Outfitting Company for use on KYA, San Francisco (Allied Advertising agency).

Owen Crump, connected with KFWB several years ago, has returned, this time to take a spot in production department, working on the Peabody show and other programs.

Helen Troy, newest of the special attractions on the Cantor show, will be back on next week's show, and will probably get the permanent spot for the rest of the Cantor series.

•

CHICAGO

DICK GORDON, eastern vocalist, will be the guest soloist on the WGN-Mutual net show, 'Listen to This," on Tuesday night, 7:30 p.m. CST. Gordon is a "find" of Kay St. Germaine.

"Stars of the Milky Way' program, WGN all-star musical show will present the final broadcast of the series on Sunday, 5:30 p.m., CST, over the Mutual web.

The Golden Glove bouts between New York and local teams will be aired over WGN-Mutual on March 24, 10 p.m.

New WBBM studios expected to be completed in 12 weeks.

Gertrude Neisen making a quick hop from her club and radio work here to the coast and return.

Lois La Chance, torch singer, will take the place of Gertrude Neisen on "Sunday Night Party" of March 21, over WBBM-CBS at 6:30 p.m. CST.

J. V. McLouglin, WBBM accountant spent a day last week notarizing for at least 75 CBS employees here—without collecting his two bit fee.

Stan Thompson, WBBM operations manager, bedded with flu.

H. Leslie Atlass, vice-president of CBS back after coast trip.

Don McNeill, emcee of Tea Time at Morrell's, is inaugurating a "Be Kind to Husbands Week—Especially Your Own" during the broadcast of that show today, 3:00 p.m. CST over WMAQ and the NBC red net.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

FEMME announcers for feminine products...that's Helen Gleason's idea... With NBC broadcasting approximately 20 programs advertising products with a purely female appeal, and CBS carrying about 30 of the same variety, the prima donna feels there's something a little incongruous in the sound of a rich baritone telling the gals how to keep those damask cheeks....or which polish helps mahogany to retain its bloom longest.... Carmela Ponselle to warble at the Press Photographers' Ball April 9....When Mrs. Martin Johnson goes on the "Heinz Magazine of the Air" program March 29 she'll probably reach the studio via wheel chair ....still convalescing and fighting a good fight....

▼ ▼

Spring arrives officially 15 minutes before Benay Venuta enters the airena Saturday eve and Benay plans to welcome it with Spring's own harbinger....a hurdy-gurdy man....On account of difficulty in getting licenses they're almost obsolete.... Canvass of city revealed that of several left in New York, one had gone Florida-ward for the Winter.... Elinor Sherry, saying bye-bye to the Vim show, protem....after 65 weeks, leaving for road appearances in the East and Middle West....first stop, Boston....Marylin Duke is the gal who was discovered twice....after a year and a half with WOR she went back to Georgia to sing at a local station.....Shep Fields heard her there....was impressed....and presto,—she's with his outfit now....

▼ ▼

Post-St. Patrick's Day Impressions.... Frankie Basch, WMCA Roving Reporter, wanted people called Patrick for her holiday broadcast....Exhaustive survey revealed that Hollywoodnymph Lee Patrick was leaving town at broadcast time.... several Patricks were willing but working....one lived in Houston, Tex....two or three had unorthodox (for Irish purposes) accents....Result.....Postal Telegraph obligingly provided, on demand, one messenger boy, six months from Ireland, by name Patrick Thompson....Vita Kane of WNEW treading the bridal path with an up and coming medico....Ruth Stillman of that station's continuity dept. throwing a bombshell with announcement she'd been wed a year....Maxine Gray now vocalizing on the air with Hal Kemp ....Judy Blackwell, violinist with Jose Manzoneres, is the lass Richard Brooks is sleuthing for.

ORCHESTRAS-MUSIC

HORACE HEIDT and his orchestra, heard over the CBS net Monday, 8-8:30 p.m. under the sponsorship of the Alemite Corporation, leave New York on March 27 for a tour of one-night stands. Band will appear in York, Pa., March 27; Bridgeport, March 28; Harrisburg, March 31; University of Virginia, April 1-2; Pottsville, April 8; Bethlehem, April 9, and on April 15 begin a week's engagement at Loew's State Theater in New York. Heidt will commute to New York for his broadcasts.

Louis Armstrong and his band make their first New York appearance since his tonsil operation in January, at the Paramount, effective April 6. Armstrong was the only colored attraction to appear at that theater during 1936.

Miller Music Inc., recently acquired by M-G-M, has opened offices in Boston, Chicago and Hollywood.

"Have You Forgotten So Soon" and "Left, Right, Out, In", English ditties, are being recorded by Masters for American consumption. George Gilbert and Horatio Nichols collaborated on them.

Mills Music Inc., has taken over the entire score of the Cotton Club Revue. Recordings of "Where Is the Sun", introduced by Ethel Waters, "Old Plantation", sung by George Dewey Washington, "Chile", written by Reginald Forsythe and Andre Razaf and "Peckin'", follow-up to "Truckin'" and "The Suzy Q" are being made by the major recording companies.

"The Trouble With Me Is You", Pinky Tomlin ditty from Melody Pictures Corp. movie, "With Love and Kisses", has been recorded by Brunswick and Decca.

Nano Rodrigo has signed a contract with Consolidated Radio Artists Inc.

Rubinoff will play some of his own compositions including "Danse Russe", "Tango Tzigane", "Romance" and "Slavonic Fantasy" during his concert for the Bristol Hospital, on March 29. Carl Fischer is publishing a folio of these numbers.

Russ Papalia and ork, down in New Orleans, continue their one shot a week program as a 15-minute sustaining.

Steel Pier, in Atlantic City, offers name attractions on Easter Sunday, featuring Hal Kemp and Shep Fields.

Johnny Green and ork, together with Fred Astaire are in process of making a series of recordings of all the numbers from "Shall We Dance", new film in which the dancing comic is starred.

Nat Brandwynne and his band begin broadcasting twice weekly over WHN via Essex House, effective Wednesday.

Vincent Travers, French Casino musical director and band leader, whose orchestra broadcasts Sunday nights at 11:15 over WEAF and associated NBC stations, reports surprising results from the contest recently launched to find a new and original method of presenting dance music programs on the air. A variety of striking ideas, of 15 minutes and half hour duration have already found their way to the judges who expect to have to do considerable deliberating before awarding the cash prizes.

Auggie Schelland and his Roosevelt Rhythm Five remoting two periods over WDSU from the New Orleans Fountain Room, one at cocktail time; the other in time for the after-theater contingent. Marguerite Jacobs will vocalize in Audrey Merrick's place.

NEW PROGRAMS—IDEAS

April Fool Feature

A complete encyclopaedia of gags is expected to be revealed on the special April Fool's Day Broadcast over Station WINS, featuring Pat Barnes as m. c.

Between now and April 1, listeners are being invited to submit new or unusual tricks to catch the unwary on that celebrated day. Prizes will be awarded for every gag considered, by a group of WINS judges, good enough to describe or dramatize on this program.

The new program will also feature the inside story on some famous tricks played on celebrities in all walks of life, as well as some which are not so well known but deserve to be.

"To Our Mothers"

Titled "To Our Mothers" and dedicated to the millions of women throughout the ages who have made the word "Mother" the best loved word in our language, a new series conducted by Eve Hammer, lecturer, will start Monday over WMCA and the Intercity network.

Listeners will be invited to send true stories of incidents in their own mothers' lives for re-enactment in this series.

Miss Hammer's own work on the lecture platform in the U. S. and Canada has brought her many stories of motherly devotion which will be used in the broadcasts, which take place Mondays 10:45-11 a.m.

☆ "Quotes" ☆

WILLIAM S. PALEY: "Unless the air is to be a chaos of talk, much of it either dull or of limited interest, and the American listener is to be thus deprived of all else he wants, there must be editorial judgment as to subjects to be discussed, the amount of time to be devoted to each, and the authority and appropriateness of speakers. So long as this judgment is exercised in the public interest by trained and experienced people, so long as 88,000,000 listeners are on guard in 24,500,000 radio homes to see that it is exercised with integrity and fairness and quick responsiveness to the public will, I believe there can be no better way."

CHARLES URQUHART: "To fit himself for radio work, one must know something about music, must have taken a course in voice and diction, must have a three-year course in engineering and must know advertising and salesmanship."

JANE WEST: "Radio writing is far harder than doing a play. On the air every night is 'opening night.' Each session is judged as an entity and there must be no letdown in plot intrigue or interest. The legitimate theatre author finds that after the first night his fears are ended—either he is a hit or a failure. Radio writing is sustained aggravation."

ALFRED HALL: "Radio! The friend of the lonely, the companion of the shut-in, the neighbor of the isolated, the teacher of the unschooled, the theater, the concert hall, the sports arena for untold millions! What a privilege to serve one's fellow man—through radio."

William Bivens Honeymooning

William Bivens, WFBC, Greenville, chief announcer and assistant manager, who was married to Marjorie Robinson on March 12, is spending his honeymoon in New York. Bivens was formerly a member of the CBS-Washington staff.

Ad Women's Ball Tonight

Advertising Women of New York, Inc., hold their Annual Silver Ball tonight at the Biltmore Hotel roof. Ducats at six bucks a throw entitle patron to participate in vast number of prizes.

Those holding tables include CBS press department.

Exploiting Lombardo

On all Bond bread delivery trucks throughout the country General Baking is publicizing its Guy Lombardo CBS program, Sundays, 5:30-6 p.m., through colored posters mounted on side panels of the trucks.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

☆ EQUIPMENT ☆

New Equipment at WTMV

St. Louis—Installation of WTMV's new Western Electric 23-A speech input console in their main control room completes the task of entirely refurbishing equipment in the station. Three months ago the installation of a new RCA 250-watt transmitter permitted the station to take advantage of an FCC power boost grant. Now, with the improved speech input, WTMV's listeners are assured of the utmost in quality, according to Alfred Lee Bergtold, chief engineer of the East St. Louis station.

In a co-operative deal with the Majestic Theater, big Publix-Great States house in East St. Louis, WTMV also has completely overhauled and repaired the big Wurlitzer organ in the theater.

Maryland Short Wave Tower

Baltimore—Contract for a 170-foot tower for short wave fire control system recently was let by the Maryland State Forestry Commission. Fabrication of the tower is being carried on by the Century Wood Preserving Corp., Charleston, S. C., and the structure will be erected by CCC personnel.

Antenna Support Satisfactory

Trail, B. C.—The 270-foot triangular wood tower recently erected for support of antenna at CJAT is reported giving thoroughly satisfactory results. The tower is of the free standing type in design, similar to the 325-foot tower erected some time ago at Richmond, Va., by Station WRVA. Plans for the structure were prepared and its fabrication supervised by Charles T. Hamilton, consulting engineer, of Vancouver, B. C. Erection was done by the owner on force account.

Cage Antenna Still Popular

Although the vertical radiator has to a large extent superseded the multi-wire type of construction, there are still many stations erecting and using the less expensive cage antenna construction, according to Charles F. Jacobs of New York, manufacturer of the Jacobs Antenna Spreader.

The Jacobs antenna spreader has been in use continually since 1925.

Demonstrating Audi-o-Graph

Canton, Mass.—Tobe Deutschmann of the Tobe Deutschmann Corp., manufacturers of Tobe apparatus for radio stations, is away on a demonstration trip in connection with the Tobe Audi-o-Graph, the new instrument for automatic recording of audio frequency characteristics.

Sound Manual Issued

Radio Receptor Co., New York, has issued a Sound Manual, covering amplifiers, sound systems and centralized radio. The catalog provides complete information regarding each of the basic units required for the installation of a radio receptor sound system, with latest price lists being supplied to qualified dealers on request.

Du Mont Oscillographer

Upper Montclair, N. J.—The Du Mont Oscillographer, pamphlet, is to be published monthly by the Allen B. Du Mont Laboratories Inc. for the purpose of supplying unbiased information to engineers, scientists and others interested in the application of cathode ray tubes. First issue is just off the press. Contents include a discussion of a new gaseous discharge tube and an item on a newly developed screen material which allows a black and white television picture.

RCA Ship Radio Device

RCA's Radio Marine Corp. has just made available to American ship owners a new radio device for the protection of life at sea that listens, thinks and acts without human attendance. The device is known as an automatic radio alarm, and is intended for shipboard service in "standing watch" for emergency calls from other vessels at all times when the radio operator may be off duty.

Tracing Interference

Shenandoah, Ia.—So bad has been interference with radios in Shenandoah this spring that the Iowa-Nebraska Light & Power Co. has employed Bud Vance, radio expert, to trace down the cause.

Station Improvements

Wenatchee, Wash. — KPQ has been granted an FCC permit for transmitter site at N. End Miller St. and installation of vertical radiator.

Paris, Tex. — KPLT is making changes in equipment and increasing day power from 100 to 250 watts.

Philadelphia — WTEL has been granted authority to install automatic frequency control apparatus.

St. Joseph, Mo.—KFEQ has applied to the FCC for permit to install a new vertical antenna and move its transmitter.

Lincoln, Neb. — KFOR is seeking FCC permission to install a new transmitter and directional antenna for night use, also to change frequency and increase power.

Watertown, S. D.—KWTN has applied for authority to install automatic frequency control.

Wayne, Ind.—WGL is asking FCC for a permit to make changes in transmitting equipment and increase power to 250 watts daytime.

☆

WHO READS RADIO DAILY

☆

STATIONS

SPONSORS

STARS

ADVERTISING AGENCIES

RADIO EDITORS

MUSIC PUBLISHERS

RADIO ENGINEERS

PROGRAM PRODUCERS

TALENT AGENCIES

MOTION PICTURE EXECUTIVES

EQUIPMENT MANUFACTURERS

SONG WRITERS

BAND LEADERS

☆

EVERY DAY

☆

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 29 | NEW YORK, MONDAY, MARCH 22, 1937 | FIVE CENTS

Engineers on 40-Hr. Week

Technicians of NBC and CBS Work Out Five-Day Week to Start on or Before Sept. 1

The two "inside unions" representing the engineering personnel of all 15 NBC owned and operated stations and the nine CBS owned stations, namely, the Association of Technical Employees of NBC and the Associated Columbia Broadcast Technicians, have completed arrangements with their respective managements whereby on or before Sept. 1 all CBS and NBC operating engineers will be working a five-day 40-hour week and at no reduction in wages.

Heretofore engineers have been working on a six day 48-hour week. Question of reducing the hours for engineers arose over a year ago, but because of the unsettled business conditions at that time the question was tabled.

Delay in putting the plan into immediate effect is due to the selection of new employees that will of necessity have to be added and the summer vacations which will begin shortly. There are approximately

(Continued on Page 3)

FORD MOTOR RENEWS TWO WEEKDAY SHOWS

Ford Motor Co., Detroit, has signed 13-week renewals on both of its weekday shows on NBC and CBS. NBC renewal goes into effect on April 10 along with the new spot for Rex Chandler's orchestra, Saturdays, 7-7:30 p.m., with repeat to the West Coast at 11 p.m., on 60 NBC-Red stations. The last program on the NBC-Blue for this show will be heard on April 2.

CBS program, "Watch the Fun Go By," featuring Al Pearce & His Gang will be renewed on April 6 on 82 CBS stations, Tuesdays, 9-9:30 p.m., with rebroadcast at 12 midnight. Two stations WSPD, Toledo, and WOWO,

(Continued on Page 2)

Mrs. Roosevelt Series Will Begin on April 21

Mrs. Franklin D. Roosevelt will begin her 13-week series of talks on April 21, 7:15-7:30 p.m., over a nationwide network of 29 NBC-Blue stations. Program will be under the sponsorship of Lamont Corliss Co., (Pond's face powder) and was placed by J. Walter Thompson Co., New York.

Radio News Ass'n Gets Members in Maryland

The recently organized Association of Radio News Editors and Writers has acquired good representation in Maryland. Bob Hurleigh, WCAO, and Charles Roeder, WCBM, represent the Baltimore membership of ARNEW, while western Maryland has H. B. McNaughton of Cumberland's WTBO.

In Costume

Ft. Worth—Handling as many as 19 daily remotes, including the World's Championship Rodeo from the grounds of the Southwestern Exposition and Fat Stock Show, all KTAT announcers dress in cowboy regalia to be in character with the events broadcast and to carry out the atmosphere of the show.

SINCLAIR CBS SHOW HEADED BY BABE RUTH

Babe Ruth has been signed to head an all-baseball show to be sponsored by Sinclair Refining Co. Program will be aired Wednesday and Friday over CBS, 10:30-10:45 p.m., with the first program set for April 14. Broadcast will be heard over a hook-up of 59 stations and will originate from WABC, New York. Federal Advertising agency has the account. John Reed King will be the announcer.

IGA Stores Renewing Disks on 11 Stations

Independent Grocers Alliance Distributing Co., Chicago (IGA grocery stores), on March 28 will renew its WBS transcriptions entitled "One Girl in a Million" over 11 western stations (WCCO, WDAY, KFYR, WHO, WIBW, KOA, WKY, WMBH, WIND, KFI, WTMJ). Schedule calls for quarter-hour disks three times weekly. KJR, WCSH, WOWO have recently been added to the schedule

(Continued on Page 2)

BACHEM IS APPOINTED AIDE TO ROY WITMER

John H. Bachem, eastern division sales manager of NBC, has been made assistant to Roy C. Witmer, vice-president in charge of sales, effective April 1. Bachem's new duties will include supervision of sales operations in the Detroit, Cleveland and Pittsburgh divisions and other special assignments.

Bachem came to NBC on Nov. 14, 1932, after 14 years in the magazine field.

New Studios of WHBF Have Gala Dedication

Rock Island, Ill. — Public officials and civic leaders joined with the management and staff of WHBF in dedication ceremonies Friday and Saturday in connection with the opening of the station's new studios and offices in the Safety office building in downtown Rock Island.

WHBF, which serves the metropolitan district comprising Rock Island and Moline, Illinois and Davenport, Ia., now has modern studio facilities in each of the three cities.

The opening, which was postponed because of the death of James L. Hughes, station manager, who died

(Continued on Page 8)

Senators to Confer On Radio Probe Bill

Washington Bureau of THE RADIO DAILY

Washington — Senator Wallace White (R., Me.) expects to confer with Senator Burton Wheeler in the next few days regarding the latter's proposed bill calling for an investigation of the entire broadcasting industry. Wheeler, who favors classifying radio stations as public utilities under government regulation and who attacked the radio chains last week, told Radio Daily he does not intend to introduce a measure of his own.

☆ THE WEEK IN RADIO ☆

. . . A Movie Man's Bogey

By M. H. SHAPIRO

AT THE 17th Annual convention of the Motion Picture Theater Owners of America, held last week in Miami, radio came in for another slam as the deadly enemy of the box office. Every gathering of this sort always has its bogey; the counterpart may be found cut and bleeding wherever and whenever a trade organization expects to collect dues. . . . No one mentioned the millions of dollars of free spot advertising that the picture industry receives, nor the same amount in free spot announcements for individual pictures when song sources are credited. . . .

Electrical transcription biz continues to flourish, the NBC Thesaurus division showing an increase for February of 113 per cent over the same period a year ago. . . . Lucky Strike cigarets set its CBS noon program for femme edification, rather

(Continued on Page 2)

Aids In Disaster

Henderson, Tex.—A small radio station, opened in the Randolph Hotel here by Ted Hudson only a day before the New London school disaster last week, immediately went into service in summoning aid and helping bereaved parents in getting information about children who were victims of the explosion.

CBS Announcers' I.Q.

Chicago's CBS announcing staff has issued a challenge to the Gotham bunch for a battle of wits which was immediately accepted here. So "Battle of Wits" will be aired via the CBS network April 1, either 2-2:30 or 2:30-3 p.m. Wordslingers will engage in a contest whereby they'll be questioned on spelling, knowledge of music, pronounciations, and ad libbing.

RADIO DAILY

Vol. 1, No. 29 Mon., Mar. 22, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Saturday, Mar. 20)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171½	171¼	171¼	— ¾
Crosley Radio	24½	24½	24½	— ½
Gen. Electric	56⅝	55⅛	56	— ⅝
North American	28½	28¼	28⅜	+ ⅛
RCA Common	11⅝	11½	11½	....
RCA First pfd.	77¾	77½	77¾	+ ⅜
RCA $5 Pfd. B	....	....	....	....
Stewart Warner	19	18¾	18¾	— ½
Zenith Radio	35⅞	35½	35⅞	+ ¼

NEW YORK CURB MARKET

Hazeltine Corp.	....	....	....	....
Majestic	....	....	....	....
Nat. Union Radio	2¾	2½	2¾	+ ¼

IGA Stores Renewing Disks on 11 Stations

(Continued from Page 1)

and are now broadcasting the recordings made for the initial campaign which began last fall. For the original station list, this is the third 13-week renewal. Charles Daniel Fry Frey Co., Chicago, is the agency.

Ford Motor Renews Two Weekday Shows

(Continued from Page 1)

Fort Wayne, will remain on the network until April 27 when stations become affiliated with NBC. Effective with the renewal date KOY, Phoenix, and WKBB, Dubuque, will be added to the CBS-Ford network. N. W. Ayer & Son Inc., New York, is the agency.

Studin Joins Star Radio

Daniel C. Studin, formerly with the National Union Radio Corp. has joined Star Radio Programs as vice-president and general manager.

Have You Heard
FOR YOU
Sensational Ballad from
"The King and the Chorus Girl"
Starring Fernand Gravet
HARMS, INC.
RCA Bldg. New York City

☆ THE WEEK IN RADIO ☆

. . . A Movie Man's Bogey

(Continued from Page 1)

a new departure in such advertising. . . . CBS will break ground within the year at its huge plot assembled at Park Avenue and 59th Street . . .

Senator King of Utah brought up the question of partiality of the webs to the President's proposed Supreme Court changes, but the networks disproved this via the logs which showed 111 broadcasts, with 57 on talks favoring the proposed changes and 54 opposing. . . . Senator Wheeler said he was still working on his proposed investigation of radio press situation. . . . and in Chicago, James A. Petrillo, head of the local musician's union, pulled an orchestra out of a hotel because the management refused to pay the Social Security tax on the ground that the band leader was the employer of the men in question. . . . Petrillo says the hotel is the real employer. . . .

Senator King again broke into print on Wednesday when he spoke the day before about "curbing radio chains". . . . promising complete support of anticipated probe as suggested by Congressman Connery. . . . WHN was set as the New York outlet for WLW, Cincinnati. . . . with Transamerican acting as sales representative for the hookup. . . . E. Katz Special Advertising Agency continues of course as WHN's national rep.

Tiny Ruffner aligned himself with the Ruthrauff & Ryan agency, after a long association with Benton & Bowles. . . . WSM, Nashville, was the first big watter to sign with Van Cronkhite Associates, Inc., supplying a special news merchandising service. . . . Ralph Wonders started at Rockwell-O'Keefe talent agency as head of radio department. . . . Peter de Lima, joined Lyons & Lyons in similar capacity. . . . NBC is seeking to work out better cooperation with its newspaper owned affiliated outlets. . . . with a view toward better break in the respective journals. . . .

International News Service (Hearst subsidiary) begins a special news service via short-wave, to meet the requirements of some of the smaller stations on news which can be transmitted to the stations cheaply. . . . FCC and the matter of the four Brooklyn stations up again, with speed promised by Chairman Prall.

Modernized Studios Are Opened by KVOR

Colorado Springs — KVOR's new studios and business offices have opened after almost four months of remodeling, redecorating and refurnishing. Colorado Springs radio enthusiasts are taxing the twin studios and twin reception rooms to capacity for all studio programs.

Improvements at KVOR were launched immediately after the E. K. Gaylord interests took over KVOR last November. KVOR has added 15 studio programs since Jan. 1. Guests are invited to witness all these broadcasts.

In addition to a 210-foot Blaw Knox vertical radiator, KVOR is installing a Western Electric transmitter at its mile from the city transmitter site.

Esquire Taking Coronet Spot

On April 2 David A. Smart, publisher of Coronet, will transfer the "Coronet on the Air" program from WOR to a nationwide network of 29 NBC-Blue stations, Fridays, 9:30-10 p.m. Esquire, another Smart publication, will take over the WOR time, Tuesdays, 8-8:30 p.m. with a new show on April 6.

The same talent line-up consisting of Deems Taylor, a dramatic cast, guest stars, and Robert Armbruster's orchestra will be on the NBC show. Spot is placed directly before another Batten, Barton, Durstine & Osborn account featuring Jack Pearl for Kool & Raleigh cigarettes. BBDO will also handle the WOR-Esquire program.

Leath Stores Renew WROK Series for Year

Rockford, Ill.—I. H. Hartman, president of Leath & Co., operating 31 retail furniture stores in the middle west, has renewed a yearly contract with WROK, continuing the daily Man-on-the-Street broadcast which was originated at WROK by Leath's in October, 1934, as the concern's first venture into radio advertising.

In renewing the contract, Hartman increased the length of the broadcasts from 10 to 15 minutes and also signed as sponsor of WROK's Musical Clock from 6:30 to 7:30 a.m. daily. Expenditure with the Rockford station runs approximately $200 weekly.

Leath's began radio advertising on WROK on an original eight-week arrangement. At the end of that time they renewed on a yearly basis. At the present time Leath's sponsors programs on 14 stations in the middle west.

New NBC Show for Phillips

Charles H. Phillips Chemical Co., New York (Phillips Milk of tablets, toothpaste), subsidiary of Sterling Products Inc., will launch a comedy script show, "Lorenzo Jones," on the basic NBC-Red network on April 26, Mondays through Thursdays, 4-4:15 p.m. Contract is signed for 52 weeks through Blackett-Sample-Hummert, Inc., New York.

Edward Smith Free-Lancing

Edward H. Smith, who left WNEW last week, will write some scripts on special assignments for WPA, but will continue as a free-lance writer and actor.

COMING and GOING

O. B. HANSON, NBC chief engineer, has been confined to his home for the past three days due to illness.

SYLVIA FROOS sails on the Paris next Saturday for London.

CHARLES M. KAPLAN of WIP sales staff, is due back at his desk Friday after a California trip.

EDITH DICK is vacationing in Palm Beach but will return for her Hit Parade airings.

ROLLAND J. HAMILTON, president of the American Radiator Company, sailed aboard the Pennsylvania on Saturday for California via Havana and Panama. Also aboard were CHARLES A. MILLER, president of the Miller Brewing Co., and MRS. MILLER.

JOSEPH H. NEEBE, Campbell-Ewald Co., Inc., exccutive on Chevrolet radio activities and C. P. FISKEN, advertising manager for Chevrolet Motor Co. are in New York supervising the WBS recordings of the new "Rubinoff Musical Moments Revue" to be on 400 stations by April 4 sponsored by Chevrolet.

TOM FITZDALE, Chicago radio publicitor, is on a three-week trip to the east to contact agencies and radio editors.

CHARLES E. GREEN, president of Consolidated Radio Artists, has returned to New York after a two-week visit of the Dallas, Chicago and Cleveland offices of the firm.

JACK BENNY, MARY LIVINGSTON, KENNY BAKER and DON WILSON, left New York yesterday enroute to Hollywood. Tomorrow they arrive in Waukegan, Ill., the birthplace of Jack, where they stop off to be honored on "Jack Benny Day."

MAX FINN of Boston, general manager of E. M. Loew Theaters, Inc., is in New York to meet his wife who is flying from the West Coast where she has been vacationing.

Adv'g Censorship Bill Moves Ahead at Albany

Albany — The radio broadcast advertising censorship bill has been introduced in the Assembly by William H. Mackenzie. This procedure, with a Democratic introducer in the Senate and a Republican in the Assembly, makes the bill non-partisan and strengthens its chances of passage.

Measure would place all radio advertising matter under supervision of the Motion Picture Division of the Education Department. Disks as well as live announcements are included. A charge of 10 cents a word would be charged for reviewing such matter. The bill would go into effect July 1.

Carlson Wins Point

New Orleans — Charles Carlson, owner of WJBW, has obtained a two-week stay of the hearing on the injunction which Southern Broadcasting Co. is asking against him.



WCKY Taxi Program Renewed for 52 Times

Cincinnati — Taxicab Night Club program, sponsored over WCKY by Taxicabs of Cincinnati Inc., operating Davis Cabs and Yellow Cabs, has been renewed for 52 times. Program, which features cooperation with the city safety department's campaign to end speeding and reckless driving, has just completed its first 52-time series, twice weekly. Dance transcriptions with "guest artist" vocalists are used.

Whiteman Anniversary

As a pre-celebration of Paul Whiteman's birthday, which is March 28, NBC will present the dean of modern American music in a gala radio program on March 24 over the NBC-Blue network, 9-10 p.m. Whiteman's orchestra will join the NBC Symphony Orchestra, with the maestro directing the massed unit.

Montgomery-Ward Auditions

Chicago — Montgomery-Ward has been auditioning numerous shows, with nearly all agencies submitting scripts. A show wirtten by Cal Devoll is said to have taken their fancy.

Wrigley also is reported searching for spot idea for network use.

Bernie Returning West

West Coast Bureau of THE RADIO DAILY

Hollywood—Ben Bernie, who left for Miami Beach, Fla., after last Tuesday's American Can broadcast, changed his mind about remaining away and plans to resume his coast broadcasts April 13, when he will have Eddie Cantor as guest.

Elgin After Time Breaks

Chicago—Elgin is now making an attempt to get a few time-signal breaks in competition to Bulova. J. Walter Thompson handling the effort.

Mrs. Atlass Ill

Chicago — Mrs. Frank H. Atlass, mother of Leslie and Ralph Atlass, CBS and WIND execs, is ill in Honolulu.

AGENCIES

THE IZZARD CO., national advertising agency of Seattle, is expanding into the radio field on April 1 with its merger of Sage & Mullins, advertising agency, and appointment of Francis G. Mullins, former head of Sage & Mullins, to the position of vice-president. Mullins was for three years on the staff of Totem Broadcasters, prominent radio program unit of Seattle. Marjorie McPherson, who has been radio director of Sage & Mullins, becomes director of the Izzard agency's radio department. W. H. Horsley is president of the Izzard Co.

WALTER S. ROSS has resigned from the A. W. Lewin Co. advertising agency, Newark, effective March 26.

CHARLES W. HOYT CO. INC. today moves to new quarters at 551 Fifth Ave. Agency also has branch offices in Hartford and Boston.



"LATE NEWS"

Sustaining
WMCA, Monday through Friday, 1-1:15 a.m.

LATE HOUR NEWS SERVICE WITH POSSIBILITIES IN COMMERCIAL END.

WMCA supplements four other news broadcasts with this 1 a.m. period, news being supplied from Universal, International and United Press dispatches. Atmospheric stuff of the "WMCA News Desk" includes a typewriter or two being pecked in the background and the newscaster frequently mentions more bulletins coming up.

News is a resume of the day and evening happenings, major stories being treated at length and toward the close the bulletins of shorter duration bring to the mike considerable number of items. Spot possibly could go commercial, it would seem, and at present makes an attractive time for the spot announcements heard before and after. Apparently it is an experiment worth trying.

"MARRIAGE PROPOSALS"

With Newell Davis and Fanny May Baldridge
Sustaining
WMCA, Fridays, 3:15-3:30 p.m.

PLEASING SKIT COMBINING ROMANTIC EPISODES WITH A BIT OF MUSIC.

As one of the category of "real life" episodes, but presenting the romantic side of life instead of the melodramatic or violent, this makes a pleasing quarter-hour of light entertainment. The idea is to dramatize actual proposals as they took place in the love affairs of married couples, with one of the principals in the case being introduced at the studio presentation.

The dramatization is nicely handled, with appropriate song numbers being worked into the continuity.

NBC, CBS Engineers Arrange 40-Hour Week

(*Continued from Page 1*)

400 persons in the NBC engineering department with 350 belonging to the NBC association. In CBS 160 engineers are members which excludes the 20 in the general engineering department who do not have cards in the CBS "union."

It is estimated that the new hour scales will cost NBC about $125,000 more annually and CBS will probably add about half that amount to its engineering budget.

Inquiry at WOR revealed that the engineering staff there had its own "inside union" which operates under the title Association of Technical Employees of WOR. WMCA reported no engineering organization in its station. In the two latter stations, engineers are at present on a 48-hour schedule Associations, in all three cases, are in no way associated with the A. F. of L. or the CIO.

Woman's Program on WINS

Laura Mundi, at WINS, is teaching them to stretch pennies via the new Star Radio Programs feature, "Good Morning, Neighbor!" The program is an informal chat for women, showing them how to save money and otherwise brighten up their domestic routine.

Guy Lombardo says
CARELESSLY
is the best song in years!
Norman Ellis Music Pub.
113 West 57th St. New York City

Premiums Being Used By 5 WBT Advertisers

Charlotte, N. C.—Five WBT advertisers are using premiums in connection with their air programs. RCA Corp. offers an auto radio to the writer of the best 25-word letter on "Why I Prefer RCA." Beeman Laboratories offer aluminum sets for best 50-word letter. Pendleton Distributing Co. offers a Gibson Electric refrigerator for a 100-word slogan. Procter & Gamble gives a package of flower seeds for a top of an Oxydol box and ten cents. Drug Trade Products gives samples of Acidine and Ku-Bak shampoo plus a picture of "The Briarhoppers" for a Peruna box top.

Lum and Abner in Chicago

Chicago--After broadcasting from Hollywood since Jan. 15, Lum and Abner (Chester Lauck and Norris Goff), heard Mondays through Fridays at 7.30 p.m. E.S.T. over the NBC-Blue net, are here on a business trip and will broadcast from this city for a week or two starting today.



. . . Worthy of Network recognition . . .
Zeke Manners and his gang are
heard only locally via WMCA.
Yet we're told they receive an average
of 2,500 letters weekly . . .

DERN IT!

Yer Right Agin' Scoops

BUT

We Do Git "*Network Recognition*"

TOMORROW NIGHT WITH
AL PEARCE'S FORD SHOW

ON COLUMBIA NETWORK FROM 9:00—9:30 EST.

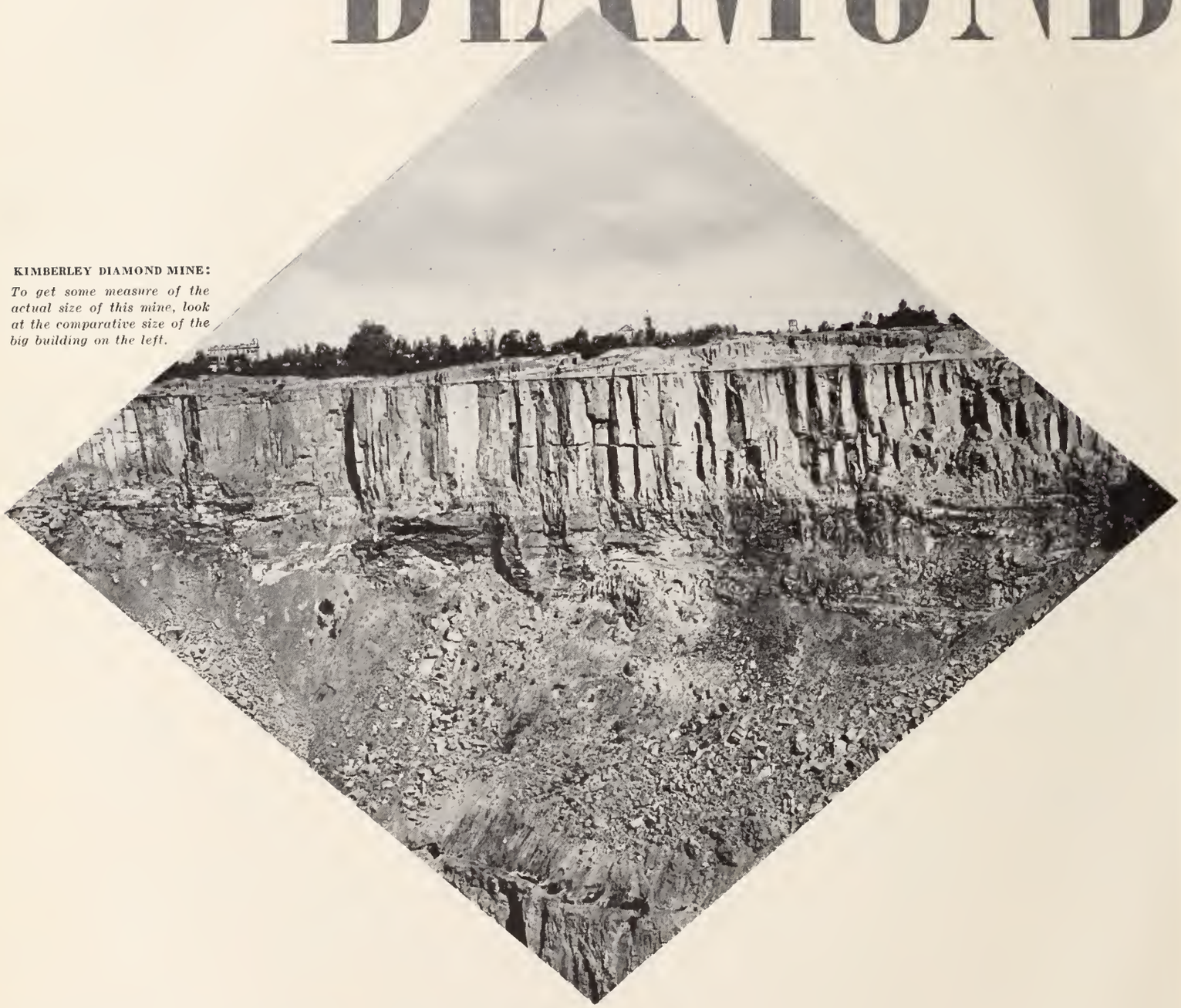
ZEKE MANNERS

with

Elton Britt, Gigglin' Gab, Hank and Ace.

EXCLUSIVE MANAGEMENT
LESTER LEE
ARTIST'S SYNDICATE OF AMERICA, INC.
R. K. O. BUILDING, NEW YORK

DIAMOND



KIMBERLEY DIAMOND MINE:
To get some measure of the actual size of this mine, look at the comparative size of the big building on the left.

HUNTING ?

In the town of Kimberley, South Africa, is the largest man-made hole on earth. It marks the spot where diamond-bearing soil was first uncovered; where prospectors squeezed hundreds of claims within an area no larger than the Yale Bowl.

Just outside of town is *another* diamond field: the richest in the world. It lay there unnoticed while the "biggest hole" was being dug. No one took time to read the geological signs which so clearly proclaimed *its* presence and *its* wealth.

What has this to do with radio?

There are hours on the air *next-door* to the "discovered" hours of radio—*less than a minute away from radio's "established" audiences.* Many air advertisers are discovering the wealth of *these* hours; have already staked claims in them out of which come increasing advertising bonuses!

We think you should know of such hours still available *for your use* — particularly promising hours, for they are on the network which carries radio's richest (radio's strongest) schedules. Let us tell you about them; these rich hours available on the Columbia Network.

CBS

THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York

Los Angeles

OWEN CRUMP, who returned to KFWB last week after several years away, will start producing a new show to be sponsored by Harris and Frank (men's furnishings), to start next week. Show will be called "Riddle Me This," a question and answer type, with orchestra (Bert Fiske). Weekly, Fridays, 8:30 to 9 p.m. PST. Placed direct.

When Burns and Allen do the leads in "Dulcy" for Lux Radio Theater March 29, they will be supported by four players from the original cast of the New York stage production — Howard Lindsay, Elliot Nugent, Norma Lee and Wallis Clark.

Recording firm of MacGregor and Sollie last week became C. P. MacGregor company, with the withdrawal of S. A. Sollie. Year ago company moved its headquarters from San Francisco to Los Angeles, opened an up to date transcription plant occupying its own building at 720 S. Western. Firm will continue headquarters here, with branch in San Francisco.

Following the lead of Silverwoods, Los Angeles department store which recently broke the ice by going in for expensive production shows for a one-station outlet (Short Story Playhouse, starring Lila Lee, on KFI), Bullocks last week started auditioning a variety show to use Felix Mills ork, well known vocalists, in KNX studios.

Larry White, CBS Columbia Artists Inc. head on the Coast will make a Friday to Wednesday New York flight, returning with Lawrence Lowman, vp. in charge of Station Operations, who is to spend some time here in connection with new studio details.

Ben McGlashen's KGFJ is adding a second short wave experimental transmitter, to use the ultra high frequencies, working with 500 watts output on 120,000 kc, with call letters W6XRE8. This, as well as W6XKG (25,950 KG.), will operate 24 hours a day, carrying KGFJ's programs. New transmitter goes into operation immediately.

Radio Recorders disking Salvatore Santaella's KMTR orchestra and vocalists for a new series to be titled Music Masters.



March 22

Greetings from Radio Daily

to

Chico Marx
Parks Johnson
Bernice Claire
Adrian James Flanter

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● **What did they do in B. R. (before radio?)....CBSlinger David Ross was the supt. of an orphanage and did a bit of writing as a sideline.... Abe Lyman's financial wizard, Harry Weingarten, used to beat the daylight out of the trap drums, while Bandleader Russ Morgan had the toughest time meeting his quota of coal from the mines where his father was a foreman....George Olsen, on the other hand, was in a more refined business—sawing lumber....Rubey Cowan, formerly with NBC artist's bureau and now with Paramount Pictures, had his share of troubles getting bands to play his firm's songs....Music publishing tycoon Bobby Crawford rode atop horses, more concerned with bringing in a winner at the post than making "Hit Parade" next week....Singer Morton Bowe went to town throwing the keys on a linotype machine, many times spelling his own name just for the heck of it....Jerry Cooper gained his spurs pushing the darn trombone slide around in a New Orleans cafe....That divinity of songs, Frances Hunt, was an usherette in Buffalo's Erlanger Theater.**

● ● ● *NBC's prexy Lenox Lohr was head-man of Chi's World's Fair, while William Hedges was a member of the Fourth Estate and WOR's Al McCosker was a newspaperman too....Singer Joey Nash had two try-outs with the St. Louis ball club and flunked because he knocked a finger out of commission, whereas Donald Novis was a darn good leather-pusher....Dorothy Lamour was the pretty girl you'd encounter taking the elevator up and asking "floor, please?"....Dramactress Mitzi Gould sang hotcha songs with a band, while mimic Arthur Boran played leading man opposite Mae West on the stage....A. L. Alexander was a thespian like Jean Paul King, while Wallie Butterworth sold phonograph records and Bettie Glenn was a hoofer with a sister act in vaudeville under the name of Peggy O'Neil....Ralph Kirbery was a flour salesman, while Jack Miller was being knocked around plugging Feist tunes in Boston.... Harry Richman sold ladies' underwear, Saul Bornstein was peddling musical instruments to the boys and Phil Duey was a schoolmaster ....Millionaire Irving Mills was a songplugger in Philly and Jack Mills was a salesman, whereas Bob Miller sold shoes instead of songs....Announcer Andre Baruch was the guy the girls went for during the summer months because of his tan acquired from being a life guard.*

● ● ● **Jack Pearl was a songplugger and still admits that he can't carry a tune, while Cliff Hall was a chorus boy in "Hanky Panky" on account of his brother-in-law gave him the job!....Jack Fraser was the kid you'd like to wring the neck off (if you had a 50-yard-line seat) because he'd be hopping up and down as cheer leader for Brown....Alan Kent sold golf, basket, hand and foot balls before mimicking the page ads from Esquire....Cities Service singer Ross Graham knew the correct amount of singles to give for a ten-spot as bank teller so he got a job as purchasing agent for a utility concern....Col. Stoopnagle was in the lumber business, while Budd was a soda clerk and actor Charlie Cantor was in the shoe business....Harry Von Zell was a prize fighter, while CBS's v. p. Lawrence Lowman was in the hardware store and Bill Lewis sold advertising....The Kansas City Star's city editor was Leo (WJR) Fitzpatrick whose snappy office boy was John Patt, general manager of WGAR, while Beetle was an NBC engineer who tested the networks in the morning hours....Tommy Dorsey and Isham Jones were coal miners while Alan Courtney sold vacuum cleaners and James Rich pumped the organ in movie houses during the melodramas . . . Jan Peerce sang with Cantor Rosenblatt and WMCA's Jack Combs yelled "whoops" because he was an Indian.**

Chicago

HANK WINSTON and Jesse Sutton, piano team have been signed by WBBM and will make their radio debut in a sponsored series each Monday night, 9:45-10 CST. Winston was one time teammate of Harry Sosnick and member of Paul Ash's original stageband.

June Scheible, former CBS publicist and now Mrs. Christopher Matthison, handling publicity for Gertrude Neisen for the Bob Taplinger org.

Everett Mitchell to Minneapolis to interview boys and girls from the "grass roots" for yesterday's Magic Key of RCA program.

Hubert "Scotty" Carson of the Ranch Boys heard on Fitch programs will marry June Fosse.

Fayette Krum, author of "Girl Alone," is back in the studios after a six week sojourn in Arizona.

The "Story of Mary Marlin" popular dramatic serial, will be presented in a new series of broadcasts over both blue and red nets of NBC, across the board, beginning Monday, March 29, under sponsorship of Procter & Gamble. Jane Crusinberry who has authored show from first will continue to write it. Under new set-up it will be heard Monday through Friday at old time of 11:15 a.m. C.S.T. and also over the NBC blue at 4:00 C.S.T.

Kay Kyser has completed his Norge Refrig recordings with Tony Wons. Bezak agency of Milwaukee set deal.

Merwyn Bogue of Kay Kyser band a proud pappy of a boy.

Hugh Studebaker, announcer, a St Patrick day casualty due to his fondness of Irish music and attempting to do a jig.

Eighteen page boys at Chicago NBC studios being groomed for announcers by Everett Mitchell, senior mikeman.

Hal Wagner, scripter for the Deep Rock Oil show, confined to bed with sinus trouble.

Freddy Martin and his ork take a four-day vacation from the Aragon ballroom, March 23-26, with Art Kassel pinch-hitting at Aragon and on WGN-Mutual.

More than 270,000 orders for copies of the book "Today's Children" have been received from listeners to the NBC program since the volume was first offered on the air the week of February 22. It is now in its second edition, the first running 200,000 copies.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
Management Rockwell-O'Keefe
Radio City, New York and Hollywood

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

JUST before "Hammerstein Music Hall" time t'other night a psychic told Connie Gates she was completely surrounded (figuratively, of course) by California and the barbarous coast....A. B. (after broadcast) she was recipient of Hollywood flicker offer....Sylvia Froos Europe-bound March 27 via S.S. Paris to open at Victoria-Palace in London.....then to go Dublin-ward....Sister Betty sails with her....Martha Boswell and famille played hosts to Rockwell-O'Keefe's Bill Burton over the week-end....Jean Ellington of the contralto voice, to succeed Kathleen Barrie over WJZ Sundays, effective yesterday....Abe Lyman's Muscovite nightingale premi-aired on the "Hammerstein Music Hall" program yesterday....

▼ ▼

Joan Blaine of "Mary Marlin" fame is at the contract-signing stage for a new network show to begin May 1....Fayette Krum back in Chi after six weeks script-punching on an Arizona ranch....Lily May Ledford, WLS fiddlin' lass from Kaintucky, fiddles better with her shoes off....she beats time thata way....Drahmagal Ruth Bailey soon to be lead in CBS-MBS "Bachelor's Children"....Which places her on three networks....WMCA's Ruth Robbins will make vocal music as guest songbird on that station's Fox Amateur Hour March 29....Charlotte Buchwald, "The Playgoer", to discuss movie matters with silent screen star Lois Wilson March 23....

▼ ▼

Nancy Clancy, WINS' Gaelic sunshine-gal, has written 17 ditties all by herself.....Barbara La Marr, pulchritudinous vocalizing ex-ticket taker, getting more svelte every day....The Twin Cities boast a femme current-event purveyor named Gertrude Lewis....Gail Rees is the moniker of the new vocalizing optical treat who'll adorn the Lexington Grill with the Carl Ravell ork....Francia White's big radio chance came when she "dubbed in" anonymously....She was the Jenny Lind ghost voice in "The Mighty Barnum." . . . Advertising Women of New York held their most successful ball in years Friday night at the Hotel Biltmore Roof. More than 1,200 advertising, magazine and newspaper folk were included among the guests.

RADIO PERSONALITIES

• *No. 16 in the Series of Who's Who in the Industry* •

GUSTAV KLEMM, program director of WBAL, Baltimore, started composing at age of 9. Wrote book and music, and conducted orchestra for three years while at Baltimore Polytechnic Institute. After graduation, went to Peabody Conservatory of Music where he received several scholarships. At 19, had written a great deal, plus one operetta and one musical comedy. Enlisted during World War and made bandmaster of Camp Holabird Band of 65 men. Toured Eastern seaboard and was known as youngest bandmaster in service. Joined editorial staff of Baltimore Evening Sun in 1921 as movie, dramatic and music critic. Started association with Victor Herbert whom he knew intmately until Herbert's death. When WBAL first went on air in 1925, Klemm was appointed to post of program director which he handled along with publicity and production—not to mention duties as staff accompanist and musical director. Conducted WBAL's Twilight Concerts for 2 years, one of station's earliest and most popular features. Press of work and growth of station finally made it necessary for Klemm to concentrate entirely on program direction. Has built and produced hundreds of shows, musical, dramatic and "stunts." Has written articles for American Mercury, Travel, American Spectator, as well as all important musical magazines. Every "Big Time" artist sings his songs. His music has been used in many successful movies and radio shows. Recently requested by Enoch Pratt Library of Baltimore to present entire collection of his music to Fine Arts Department. Klemm feels that a good radio show is pretty much like a good song—both have to have showmanship, pace and cleverly devised climaxes.



Was a composer at age of 9.....

ORCHESTRAS-MUSIC

VINCENT TRAVERS and his band, whose music comes over the NBC-Red airena Sunday nights at 11:15, has signed an exclusive contract with Brunswick to produce records under the Vocalion label. First release, now being marketed, is "Love is Good for Anything That Ails You,' and "Was It Rain?"

The Freres Lombardo "went to town" again on Sunday with Guy introducing Carmen's latest efforts, titled, "Maybe" and "In an Inn by the Zuyder Zee" on his program over the CBS network.

Vincent Lopez and Tommy Cowan, the man who's responsible for his distinctive "Hello, Everybody," had a reunion the other day. Result being, the ivory-titillating maestro will again take the air over WOR Sunday March 21 at midnight.

Lou Shelley and Ork, now broadcasting over the Colonial network, will be aired via Mutual, effective this week. Shelley has just been signed by the Rockwell-O'Keefe office. Spot from which he broadcasts is the New Casino in the Hotel Brunswick, Boston.

Emery Deutsch, now broadcasting from the Rainbow Grill via NBC, has added a feminine voice to his male musical aggregation in the shape of Aurelia Colobon, Mexican chanteuse. She warbles in her native tongue as well as in English.

"I'm on a Sit-Down Strike for Love" is the moniker of timely ditty penned by NBC employees Reginald Thomas and Oscar Turner. The theme, culled from front-page headlines, took them seven hours to set to music.

Maestro Horace Heidt, reading the musical omens as evidenced in the various recent polls, is taking a stand for sweeter music by adding three violins to his Brigadiers. The change will go into effect Monday, March 29th, on his 8 p.m. broadcast over CBS.

"Names" for WINS Frolic

Beginning today, the WINS Matinee Frolic, aired every Monday, 4:30-5 p.m. under the direction of Jack Bennett, will feature the music of name orchestras and performers under a deal between the station and Consolidated Radio Artists Inc. Present plans call for prominent guest from the ranks of the CRA every Monday. First to appear is Russ Morgan, today.

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

New Accounts

CBS

American Tobacco Co., New York (Lucky Strike cigarettes), through Lord & Thomas, New York, STARTS Edwin C. Hill on 87 CBS stations, Mondays through Fridays, 12:15-12:30 p.m., on April 5. Repeat broadcast 2:30-2:45 p.m. to mountain and Pacific coast groups will not begin until May 3.

Lever Bros., Cambridge, Mass. (Rinso & Lifebuoy) through Ruthrauff & Ryan, Inc., New York, RENEWS "Al Jolson Show" for 52 weeks on 60 CBS stations, Tuesdays, 8:30-9 p.m., with repeat at 11:30 p.m., effective March 23.

National Biscuit Co., New York (crackers), through McCann-Erickson Inc., New York, STARTS "Twin Stars" on 66 CBS stations Sundays, 8-8:30 p.m., on March 28.

Ford Motor Co., Detroit, through N. W. Ayer & Son, Inc., New York, RENEWS "Watch the Fun Go By" 84 CBS stations, Tuesdays 9-9:30 p.m., repeat 12 midnight to 12:30 a.m., effective April 6.

NBC

Charles H. Phillips Chemical Co., New York (Phillips Milk of Magnesia tablets and toothpaste) through Blackett-Sample-Hummert, Inc., New York, STARTS "Lorenzo Jones" on the basic NBC-Red network, Mondays through Thursdays, 4:4:15 p.m., on April 26.

Ford Motor Co., Detroit, through N. W. Ayer & Son Inc., New York, RENEWS Rex Chandler on 60 NBC-Red network stations, Saturdays, 7-7:30 p.m., with repeat 11-11:30 p.m., effective April 10.

MBS

National Oil Products Co., Inc., Harrison, N. J. (Admiracion shampoo) through Charles Dallas Reach Advertising, Newark, STARTS "Tim and Irene Noblette" on 12 MBS stations (WOR, WGN, CKLW, WAAB, WBAL, WCAE, WGAR, KHJ, KFRC, KDB, KGB, KWK), Sundays, 6:30-7 p.m., on April 18. KWK joins the net on April 25.

McKesson & Robbins Inc., Bridgeport (Calox tooth powder), through Brown & Tarcher Inc., New York, RENEWS "Meadows Beauty Forum" on 7 MBX MBS stations (WOR, WGAR, WAAB, CKLW, WGN, KOIL, WHB), Thursday, 9:45-10 a.m., with repeat 10:30-10:45 a.m., effective April 8.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

HERE & THERE

LAMBDEN KAY received congratulations from far and wide last week on the 15th anniversary of WSB, Atlanta Journal station, Atlanta....WILLIAM McMENAMIN, assistant to Bob Ackerley at KOMO-KJR, Seattle, quit to accept a 'Frisco post....LEONARD BROWN has been made chief announcer at WMBH, Joplin, Mo.....JACK HENRY, studio manager of WBRY, New Haven, out for a few days due to a cold.... MORELAND MURPHY, announcer at KCMO, Kansas City, laid up by sinus trouble.

CAMPBELL ARNOUX, g.m. of WTAR (Norfolk), back at desk after a week in New York....J. L. GRETHER, chief engineer of WTAR, returned from a looksee at the RCA plant in Camden....E. H. TAYLOR of Washington named chief engineer of KVOR, Colorado Springs CBS outlet, replacing JACK LOVELL, promoted to WKY, Oklahoma City.... CHARLIE INGLIS of the KLZ (Denver) news staff interviewed Joe (Brown Bomber) Louis from the lounge room of his private car.... KLZ receiving compliments from agencies and sponsors on its novel publicity ideas.

MARGIE KNAPP played a return guest date with Zeke Manners and his Gang Friday night and again received a big hand....the 12-year-old singer also has been making personal appearances....LEE KIRBY, announcer at WBT, Charlotte, is recuperating after several weeks in the hospital.... RAY CONLON's original playlet," The Ring," being aired over WMCA Thursday by the Radio Lab of N. Y. U.....Another original, "Out of the Hat," by ED CLELAND of WINS, goes over that station Friday, with WBAL, Baltimore, doing it the following eve.

WINS baseball team, organized last year by O. H. Tunell, treasurer of Hearst Radio Inc., will have some semi-pros in the lineup this year.... ARTHUR RODZINSKI, conductor of N. Y. Philharmonic heard over CBS on Sundays, received the Polish Gov't Legion of Honor medal for his musical work....BOB CARTER, HOWARD DOYLE, LARRY NIXON, FRANKIE BASCH and CHARLOTTE BUCHWALD, all of WMCA, spoke before 300 ad men at the Hotel Pennsylvania last week....DAVE DRISCOLL has written another original, "The Lady Fights," for Ethel Barrymore's NBC-Blue program Wednesday.

"Follow Moon" Adds WHO

Effective March 29, WHO, Des Moines, will be added to the list of stations now airing script serial entitled "Follow the Moon," sponsored by Jergens Woodbury Sales Corp. (soap) and is heard Monday through Friday from 4:30-4:45 p.m. over the NBC-Red network. Addition of WHO brings the total number of stations carrying show to 48. Lennen & Mitchell, Inc has the account.

NEW PROGRAMS—IDEAS

Nut Morning Show Clicks

Louisville—WGRC is airing a new morning novelty that rings the bell for program showmanship. It's titled "Git." Bill Sherman, WGRC chief announcer, and Bob McIntosh, program manager, handle the show.

Three alarm clocks are given away each morning to the listeners writing and guessing the correct time the alarm clock pops off. The clock alarms three times during the hour show, which is on the air 7-8 a.m.

Swing music is the only tempo used. However, once in a while a hillbilly, slow or classical number is started, but it is almost immediately jerked off the air and the record is broken into bits all of which, including the chatter, goes out on the air.

The Boys have all kinds of horns, bells, whistles, chimes, or anything that they can buy at a ten cent store or lay their hands on to make enough noise to "Git" everybody up. The show starts something like this, "Bells ringing, Horns blowing, Bosse mooing, and chatter of this type." "Get up, Get going, you'll be late for work, Git breakfast, Git out, Don't forGIT your wallet, and a lot of other fast clip chatter.

Its absolutely a "nut" show with plenty of good music and from the growing size of the mailbag each day it looks like a sure "natural." If its a rainy day attention is called to the fact to drive slowly and watch the slick streets. Don't forget your raincoat, umbrella and rubbers. If it's a sunshiny day the old pep and ginger is piped all the time.

"Family Man" Makes Friends

East St. Louis, Ill.—"The Family Man," a new type of program combining music, vocal choruses, poetry and the grip of an original continued narrative story, presented by Woody Klose, program director of WTMV, each weekday, 9:30-9:45 a.m., is rapidly adding friends. Klose portrays himself as a successful doctor with three motherless children coming to the microphone each day to chat about his home, the activities of his family, and his experiences as a doctor. He talks, too, about his desire for his children's happiness, about their need for a mother, and also reads the poetry that he discovers in his late-at-night reading. Then, when organist Paul Godt, who supplies background for "The Family Man," happens to play some favorite melody, he may sing or whistle a chorus or two — depending either on the mood of that particular program or on his own feelings at the moment.

500 Stations Get M-G-M Film News

Metro-Goldwyn-Mayer's weekly release of Hollywood news items, including chatter about stars and films, prepared exclusively for radio broadcasting, is now being sent to a total of 500 radio stations. Some of the material is even being aired by short wave to radio-movie fans in foreign countries.

Ed Turner Jr. Promoted

Knoxville—Edward T. Turner Jr., formerly of WNOX's continuity staff, has been promoted to publicity director of the station. Turner will continue to devote some of his time to continuity. Other personal additions at the station include James M. Foster to continuity, J. C. Hammond to secretarial staff, Charles McMahon has been promoted to the sales force from announcer staff, and Eugene McGhee has joined the station's program department.

Alva DeMarks Married

Birmingham — Alva DeMarks known over several southern radio stations as the Dixie Humming Bird has taken the weddding vows. She was married recently to Jim Brooks, non-pro.

Molinard Opens N. Y. Office

Molinard Inc. (perfumes) has established an office in New York and appointed the United States Advertising Corporation to handle its account. Radio will be used, but probably not until next fall.

New Biz at WBT

Charlotte, N. C. — Recent newly signed business at WBT includes: Sherwin-Williams Paint, weekly announcements, 52 weeks; Rexall Drugs, five 15-minute programs; American Oil, through Joseph Katz agency, Baltimore, weekly announcements and transcriptions, 52 weeks; Roi Tan Cigar, seven time-signals weekly, 13 weeks; Webster-Eisenlohr (Cinco Cigar), through N. W. Ayer, seven time-signals, 13 weeks.

Fur Firm Plans Show

Philip A. Singer & Bro., Inc. (fur dyeing and processing) are now considering a special radio show to be aired in conjunction with its spring and summer advertising campaign. No details of the show are as yet available. Albert Frank-Guenther Law Inc. has the account.

Disaster Changes Benny Script

School disaster in New London, Texas, resulted in an immediate decision to change the scheduled Jack Benny program script which called for a school day recollections by Benny and the Mayor of Waukeegan.

Rewritten script and rehearsals for last night's show, not only changed the Benny program but precluded Benny making a guest visit on the Stoopnagle and Budd program.

Rit Starting Disk Series

Rit Products Co. (Koolox shaving cream) will launch a series of WBS one-minute dramatized announcements on an unannounced list of stations, beginning March 25. H. W. Kastor & Sons Advertising Co., Chicago, placed the account.

GUEST-ING

RICHARD CROOKS will appear on the Ford Sunday Evening hour March 28. Alexander Smallens will conduct the orchestra.

EDDIE DOWLING and RAY DOOLEY will appear on Joe Cook's Shell program March 27, having been set by Bernie Foyer.

VIENNA CHOIR, in addition to Ethel Barrymore, will be on Lanny Ross, Show Boat March 25.

TYRONNE POWER heads the Rudy Vallee Variety Hour this Thursday.

JACKIE HELLER will appear with the Pittsburgh Varieties from KDKA tomorrow evening.

ZEKE MANNERS and his gang guestar on Al Pearce's show over CBS tomorrow night.

ETHEL BARRYMORE will be interviewed by Nellie Revell at 5 p.m. March 30 over the NBC-Red.

New Studios of WHBF Have Gala Dedication

(Continued from Page 1)

on March 9, was attended by hundreds of people.

During construction of the Rock Island studios, the station's headquarters were made in the Moline studio, which was opened last July in the Fifth Avenue Building. All equipment and offices originally were in the Harms hotel, Rock Island, but that location was vacated, except for transmitter, when the Moline studios were opened. For some time a studio has been maintained in the Hotel Blackhawk, Davenport, and now WHBF is offering its facilities to all three cities with a maximum of convenience to local speakers and artists.

All the station's departments are now housed in the new Rock Island studios, covering 2,000 square feet. The studios are attractively furnished throughout with chromium plated, tubular furniture and so arranged that studio operations and control room are visble from the lobby and reception room. All mechanical equipment is supplied by RCA.

WHBF is owned by the Rock Island Broadcasting Company, an affiliate of The Rock Island Argus. Ben H. Potter is president, Marguerite F. Potter, vice-president, and John W. Potter, secretary and treasurer. The chief executives of the WHBF organization are Ivan Streed, production manager, Maurice Corken, sales mnager and Ernest J. Gray, chief engineer. Cervin & Stuhr, Rock Island architects, designed the studio layout.

Revive "Story of Song"

CBS network will revive the "Story of the Song" series on April 6, presenting the program Thursdays 3:30-4 p.m. Prominent concert artists will be featured, starting with Colette D'Arville and Benjamin De Loache on the first program, followed by Fritz Lechner on April 13, Edith Varley and Eugene Loewenthal on April 20, and Lillian Knowles and Hubert Hendrie on April 27.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 30 NEW YORK, TUESDAY, MARCH 23, 1937 FIVE CENTS

Ken Dyke NBC Eastern Sales Head

Looking On

....AND LISTENING IN

OPPORTUNITY Fame, fortune (and fat movie offers) await any new comedian or other personality with the talent, material and courage to offer a show for at least a 13-week period without resorting to a single guest star.

Variety programs have been swapping talent and using the same guest stars to such an extent that few of these productions have any individuality left.

And some "stars" have played so many "guest" engagements that dialers are beginning to have suspicions about it.

If an artist is good enough to appear as a guest on half a dozen different programs a month, he ought to have a series of his own.

Nor is it good showmanship to have so much inter-visiting by stars of current programs.

Sponsors' representatives, for the sake of getting an extra ad plug here and there for their clients, are unwittingly creating a lot of bad will for them and for radio programs in general.

●

GENTLE HINT Pardon us, if this little yarn has a slightly commercial tinge—it also contains a chuckle and a bit of a moral.

Program Director Wauhillau LaHay of KVOR, Colorado Springs, writes that "everybody at KVOR enjoys Radio Daily so much that there's a fight to get it first."

That's nothing, Wauhillau.

At another station—whose identity is politely withheld—the chief engineer and the sales manager got into a fist fight for possession of Radio Daily on its arrival one morning.

Result: the c.e. gave the s.m. a black eye, costing the latter $10 for medical attention alone.

For half the price, the s.m. could have avoided the indignity of that shiner and received the paper in his own name for a whole year besides.

Air Lovelorn Column

Omaha—A radio column for the lovelorn starts in two weeks on KOIL, 15 minutes weekly, with a sponsor. Omaha Bee-News also will share plugs. Gertrude McLaughlin, who conducts the paper's "Open Door" column under the tag of Julia Craig, is rehearsing the program with the KOIL Dramatic Players, directed by Arthur Faust.

REVISED MUSIC CODE SUBMITTED TO F.T.C.

Committee representing the popular music industry revised and approved its Code of Fair Trade Practice and the new language has been sent to the Federal Trade Commission. It is expected that on Thursday of this week, John G. Paine, chairman of the board of the MPPA, with a member of the Joseph V. McKee law offices, will go to Washington and confer with representatives of the Trade Practice Division of the FTC.

Language of the code has been broadened, possibly to conform with

(Continued on Page 4)

New RCA Transmitter Is Dedicated by WROK

Rockford, Ill. — WROK last week dedicated its new $14,000 RCA transmitter, with Mayor C. Henry Bloom touching the switch that placed it in operation. The spark-coil arrangement used in the ceremonies was con-

(Continued on Page 4)

Fill-In Comedy Talent For Summer Is Not Set

According to Young & Rubicam agency, nothing whatever is set in the way of summer fill-in programs on the three comedy shows which go off for the summer.

Three shows handled by the agency which will require summer talent are Jack Benny, Phil Baker and Stoopnagle and Budd.

Former General Advertising Manager of Colgate-Palmolive-Peet Will Join Network on April 1

Seek Joint Station

To enlarge the public news facilities of the two Mass. cities, the Holyoke Transcript-Telegram and the Northampton Daily Hampshire Gazette have formed Hampden-Hampshire Corp. and are seeking a permit to build the highest powered station north of Hartford. Studios would be in both Holyoke and Northampton.

Ken R. Dyke, formerly general advertising manager of Colgate-Palmolive-Peet Co., and chairman of the board of ANA, will join NBC on April 1 as eastern division sales manager, it was announced yesterday by Roy C. Witmer, NBC vice-president in charge of sales. Dyke succeeds John H. Bachem, who has been made assistant to Witmer.

The appointment of Dyke to the post confirms reports that Lenox R. Lohr, NBC president, was looking for a man for the sales post who had a wide practical experience and acquaintanceship in the advertising field. The eastern sales division is

(Continued on Page 3)

KOCA DOES HEAVY DUTY IN TEXAS SCHOOL BLAST

Kilgore, Tex.—Located closest to the scene of the New London school explosion last week, KOCA here bore the brunt as East Texas stations were called into action to aid in the calamity. KOCA operated by Oil Broadcasting Ass'n, of which James G.

(Continued on Page 4)

Business Is Doubled By WNBH Solicitors

New Bedford, Mass.—WNBH's ad force in the past three weeks more than doubled the amount of business contracted for, the accounts including: Raytex Clothing Stores, Thursday

(Continued on Page 4)

National Ice Switching To Sunday NBC Spot

National Ice Advertising Inc. (Ice and ice refrigerators) will switch its Wednesday night show, heard 10:30-11 p.m., over the NBC-Red network, to a Sunday night spot, 10-10:30 p.m. over the same network effective April 4. On this date the General Motors concerts, heard 10-11 p.m. on the NBC-Red, switch to the

(Continued on Page 3)

MPPA To Radio City; Rubinoff Also Moves

Music Publishers Protective Association is now ensconced in its new offices in the International Building in Radio City.

Dave Rubinoff and staff will move into the offices formerly occupied by the MPPA on the 30th floor of the Paramount building. Rubinoff is now in smaller quarters on the 29th floor of the building.

NBC Broadcasts Apology For Cutting Off Gov. Cox

NBC at 10:30 last night broadcast a public apology over the NBC-Blue network for unintentionally cutting off former governor James M. Cox of Ohio, scheduled to introduce former Supreme Court Justice Clarke who was to talk on the President's Court proposals at 9-9:15 p.m. over the NBC-Blue. It was the first time in the history of the network that it apologized publicly for cutting a program.

Similarity of an introductory phrase to a switching cue was the cause of

(Continued on Page 3)

Hear Testimony Today On Connery Resolution

Washington Bureau of THE RADIO DAILY

Washington—Congressman John J. O'Connor, chairman of the House Committee on Rules, has set today for Congressman Richard B. Wigglesworth (R., Mass.) to present testimony supporting the Connery resolution looking toward investigation of alleged monopolistic practices within the radio industry. He will appear at a continued hearing on the Connery Resolution before the full Rules Committee.

Webs Neck and Neck

Breakdown of the appropriations spent by the 100 leading network radio advertisers, as prepared by the NBC statistical department, reveals somewhat of a nip and tuck proposition between the two NBC webs and CBS. The study, covering 1936, places 72 out of 100 leading advertisers on NBC and 59.5 per cent of their money spent on this network.

RADIO DAILY

Vol. 1, No. 30 Tues., Mar. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.
Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Monday, Mar. 22)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	168½	168½	— 2¾
Crosley Radio	24¼	23½	23½	— 1
Gen. Electric	55⅝	54¼	54½	— 1½
North American	28	26¾	26¾	— 1⅝
RCA Common	11½	11⅛	11⅛	— ⅜
RCA First Pfd.	77⅝	76½	76½	— 1¼
RCA $5 Pfd. B	(75 Bid)			
Stewart Warner	18¾	18¼	18¼	— ½
Zenith Radio	35¼	34¼	34¼	— 1⅝

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	....
Majestic	4⅛	4	4	— ⅛
Nat. Union Radio	2¾	2⅝	2⅝	— ⅛

OVER THE COUNTER

	Bid	Asked
CBS A	56¾	58¾
CBS B	56½	58½
Stromberg Carlson	16	17

Coach-and-4 Broadcast As WOR Easter Novelty

The first coach-and-four to hit Fifth Avenue in 20 years will make its appearance Easter Sunday, carrying Cobina Wright, Jerome Zerbe Jr., and Bruce and Louis Kaiser, sons of Mrs. Louis Kaiser of Bethel, Conn., owner of the coach. There will be a WOR-Mutual broadcast at 12:15-12:30 with all the guests participating.

Harold Levey Leaving NBC

Harold Levey, composer-conductor, will leave NBC shortly to devote more time to his composing. He has completed a romantic radio operetta and will soon finish another operetta which is planned for early fall production on Broadway. Levey has been with NBC for almost three years.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N.Y.
From script to production—that extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 20, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I've Got My Love to Keep Me Warm	(Irving Berlin, Inc.)	29
When My Dreamboat Comes Home	(M. Witmark & Sons)	29
Boo Hoo	(Shapiro, Bernstein, Inc.)	28
Good Night My Love	(Robbins Music Corp.)	25
Too Marvelous for Words	(Harms, Inc.)	25
This Year's Kisses	(Irving Berlin, Inc.)	23
On a Little Bamboo Bridge	(Joe Morris Music Co.)	22
I Can't Lose That Longing for You	(Donaldson, Douglas & Gumble)	20
Little Old Lady	(Chappell & Co.)	20
May I Have the Next Romance With You	(Leo Feist, Inc.)	20
What Will I Tell My Heart	(Crawford Music Corp.)	20
Swing High, Swing Low	(Famous Music Corp.)	19
My Last Affair	(Chappell & Co.)	18
When the Poppies Bloom Again	(Shapiro, Bernstein, Inc.)	18
Where Are You	(Leo Feist, Inc.)	18
Gee, But You're Swell	(Remick Music Corp.)	17
Slumming on Park Avenue	(Irving Berlin, Inc.)	17
Moonlight and Shadows	(Popular Melodies)	16
Serenade in the Night	(Mills Music, Inc.)	16
Sweet Is the Word for You	(Famous Music Corp.)	16
You're Laughing at Me	(Irving Berlin, Inc.)	15

Brewery Will Sponsor Ball Games Over KGBX

Springfield, Mo.—One of the biggest contracts in history of KGBX was signed Saturday when arrangements were completed for Peerless Brewing Co. of Washington, Mo., to sponsor play-by-play broadcasts of Springfield's Western Association (Class C) games during the 1937 season. Peerless will introduce Cardinal Beer in this area through the broadcasts.

Practically all broadcasts will be carried at night, inasmuch as night baseball is played in the Western Association, with only some of the Sunday games in the afternoon. KGBX will pick up all baseball broadcasts which do not conflict with NBC obligations. It is believed time can be cleared for more than 100 games of the 150-game schedule. Lee George, veteran KWTO-KGBX sportscaster, will again be at the microphone this season.

Koessler Joins WROK

Rockford, Ill.—Walter Koessler has been appointed sales manager for WROK. He comes from Janesville, Wis., where he filled a similar position with WCLO since 1935. Koessler was named to his post by Lloyd C. Thomas, president and general manager of Rockford Broadcasters Inc.

50 for Langlois-Wentworth

Langlois and Wentworth have released the first 50 programs of their new continuity service to all stations using the Lang-Worth planned program service. The new service has been designed to give the widest possible range of programs available for commercial sponsorship.

WMBG in NBC Group Starting on June 27

Richmond—WMBG will be available to NBC advertisers as a member of the NBC southeastern group on June 27. Rate has been set at $120.

WRVA switches to CBS on the same date. Rate will be $200. Present CBS rate for WMBG is $125 and $160 for WRVA on the NBC card.

Services for Beghtol

Lincoln — Funeral services were held yesterday for A. L. Beghtol, one of the founders of KFAB in December, 1924, and president of the station's board from 1930 until his retirement in 1936. He died here late last week. Begthol had not been active in the company since 50 per cent interest in it, as well as KFOR, Lincoln, and KOIL, Omaha, was acquired by the Lincoln Star and Nebraska State Journal early in 1936. His daughter Jessie Gretchen Lee, is a continuity writer for KFAB.

"Melody Kitchen" on WDNC

Durham, N. C.—"Melody Kitchen," sponsored by Durham Public Service Co., opened its third annual series on WDNC yesterday, 8:30-9 p.m. Popular feature again presents the Friendly Quartet, assisted by local talent. Mary Dixon has charge of the program.

LEO SAYS:
Sponsoring the WHN Amateur Hour Phillips received 72,900 requests for their product from only two broadcasts!
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

COMING and GOING

HARRY O'NEIL of Consolidated Drug Co., one of the largest time-buyers on local stations throughout the country, is in New York from Chicago for a few days.

ED CRANEY, owner of KGIR, Butte, Mont., is in New York for a short stay.

CORNELIA OTIS SKINNER goes to Bryn Mawr College, near Philadelphia, tomorrow, presenting a group of short monologues of the modern school. OTIS SKINNER will accompany his daughter.

MR. and MRS. JAMES WRIGHT BROWN arrive today on the Santa Lucia from a southern cruise. Brown is owner and editor of "Editor and Publisher".

TED COLLINS returns today from Lake Placid.

HENNY YOUNGMAN and IRVING PAUL LAZAR leave Thursday for Baltimore where Henny will play a vaudeville engagement at the Hipp.

LLOYD EGNER, manager NBC transcription department, returns to his desk today after his Chicago trip.

PAUL WHITE, CBS director of special events, and JOHN D. FITZGERALD, his assistant, are both on the road. White arrived in Chicago last night from New York via plane, and Fitzgerald entrained for Washington last night.

BOB HOTZ, former radio director for Blackett Sample & Hummert, has left for Chicago, to spend ten days.

Radio Editor Has "Ghost"

Pittsburgh — Darrell V. Martin, whose widely read column in The Pittsburgh Post-Gazette is always "plugging" the local talent, has annexed for himself a ghost in the form of Sid Dickler, popular band leader, with talents other than musical. Dickler, who writes for the Musicians Journal and The Metronome, has collaborated with Martin in presenting a new series of daily features, "Local 60 on Parade." The series, only two weeks old, is expected to run over 300. Martin's "ghost" gives daily personal sketches of the musicians in Local 60, who for many years have been totally unknown as far as the public is concerned. It is good reading matter for the big Martin following and in turn is a fine builder-upper and good-will for the radio ed and the band leader, to say nothing about "upping" the circulation of the morning publication.

Pearl Show on WICC

Bridgeport—WICC has joined the NBC-Blue network carrying the Jack Pearl program, Fridays 10 p.m.

The Tavern
RADIO'S RENDEZVOUS
MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB
158 W. 48th St. "Toots" Shor

KEN DYKE JOINS NBC AS EASTERN SALES HEAD

(Continued from Page 1)

responsible for more than half of all the business booked by NBC.

Dyke was at one time vice-president in charge of sales for Johns-Manville Corp., and a director of the Advertising Federation of America and the Advertising Foundation.

National Ice Switching To Sunday NBC Spot

(Continued from Page 1)

Blue net and change time to 8-9 p.m. Ice program will retain Gladys Swarthout and Frank Chapman as stars and will air over the same network of 54 stations now used Wednesday nights. Current plans call for the cancellation of the March 31 program, thereby allowing a ten-day layoff between shows, instead of broadcasting twice during the same week.

Same sponsor now broadcasting on CBS every Tuesday and Thursday from 11:45 a.m.-12 noon with show entitled Homemaker's Exchange, has decided to extend that series into June. Program was due to fade April 20. Under new extension the program may be cut to once-weekly, but no definite decision has as yet been reached.

Donahue & Coe has the accounts.

SAN FRANCISCO

JOE ALVIN hurrying back to his Los Angeles headquarters of NBC, where he writes copy, after a short sojourn here.

Dick Newton KPO and KGO singing artist, having a reunion party, for his classmates from West Point.

Hanni-Girerd Co. have bought a nightly broadcast over KYA to plug their auto servicing.

Jack Burroughs, radio editor of the Oakland Tribune, has left for the hot desert of Death Valley on vacation.

"True Detective Mysteries," produced by Dave Drummond, began Friday, 9:30-10 p.m., over NBC-Blue, sponsored by Gallenkamp Stores.

C. H. Baker Shoe Co. sponsoring a series of 26 broadcasts by the winning amateurs from Budda's "Marin Dell Hour" over KFRC every Friday night. Program handled by Sidney Garfinkel agency.

Rod Mays, former KYA announcer, is directing from Los Angeles a series of broadcasts dealing with human interest stories about transients.

Phil Harris in town visiting the more quiet night spots, and showing particular interest in band-leader Ellis Kimball.

KGO opens a new amateur show over its network with Bennie Walker, former emcee for the Women's Magazine of the Air, bringing the entries before the mike. NBC has assigned Arnold Maguire, director of Dean Buddha Maddux's Amateur Hour, to direct the new program.

KTAB has been added to the red network of the Carnation-Albers program, beginning April 1.

ORCHESTRAS-MUSIC

VINCENT LOPEZ and ork are back on CBS after several weeks of Mutual airing. The schedule remains intact, Fridays at 12:30 a.m. and Sundays at midnight.

"You Oughta Learn to Dance," a new tune by Johnny Fortis, one of the "Three Naturals," KYW - NBC harmonizers, has been plattered by Victor.

Boots and His Buddies, 15-piece colored band, purveying swing to KONO, San Antonio, audiences, have recorded ten sides for Victor, which already has their theme song, "Wild Cherries."

Fritz's German Band, KONO weekly feature, has recorded ten sides for the Victor Company. Material consisted of old German dances, polkas, waltzes, etc.

Johnny Hamp, Jean Harlow's favorite maestro, and his band make merry on the "WINS Matinee Frolic" today. The Jones Boys, a California quintette unearthed by Duke Ellington, take over the second part of the program with characteristic harmonizing.

Lee Johnson, formerly with WESG, Elmira, N. Y., has been added to the WFMD, Frederick, Md., staff orchestra. Johnson plays the fiddle, in addition to strumming the banjo.

British American Productions, Inc., of which B. Charles-Dean is president, wired Milton Berle last week warning him against the use of the title "Let's Get Together" in connection with a new song by Berle and Louis Prima. British American has been using "Let's Get Together" (With a Song) as the theme song and title of its musical series produced for Rolls Razor, Inc. Charles-Dean wrote the song and Mills Music Co. published it.

Abram Chasins' Music Series program, aired next Saturday at 12 noon over the NBC-red, will have Chopin's most important scherzo, his First in B Minor, for its subject. The piano-playing composer will play and comment on the Chopin opus.

Uncle Jimmy and his Texas Cowboys, ace hill-billy unit at WTMV, East St. Louis, are playing Saturday night dances at famous old Kisseli Hall in North St. Louis.

Sid Gary, baritone heard nightly on the "Howard Dandies" program on WMCA, is now featuring feminine vocalists of leading orchestras, on his broadcasts. Linda Lee of Paul Whiteman's Orchestra was his guest Sunday evening. Others expected in the near future include: Frances Hunt, Edith Wright, Rose Blaine, Judy Lane, Dolly Dawn and Muriel Sherman.

Carl Ravell and his band take over the Lexington Grill on April 29, succeeding Ozzie Nelson.

"South Sea Island Magic," song sensation of the past few months, has netted composer Andy Iona $5,000 in royalties to date.

Woody Herman's new ditty "Face to Face with Love" being featured by maestro Andre Kostelanetz.

"Das Rheingold," first of the Ring Operas, will be aired from the Boston Opera House, April 3, via the NBC-Red network. On April 10 "Hansel und Gretel" and "Cavalleria Rusticana" will be heard under the same auspices.

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

NBC AIRS APOLOGY FOR CUTTING SPEECH

(Continued from Page 1)

the erroneous cut-off. Cox was speaking from WIOD, Miami, and Clarke was in San Diego. The switching cut, "San Diego", occurred twice in Cox's speech, and the cut-off was made on the first instead of the second.

2 NBC Series Ending

Two NBC-Blue network programs will terminate their fall and winter radio advertising schedules the latter part of April. The "Adventures of Captain Diamond" sponsored by General Foods, Sundays, 3-3:30 p.m., and "The Iodent Dress Rehearsal," Sundays, 11:30 a.m.-12 noon, will sign off the air on April 18 and 25, respectively.

Nelson Eddy Misses Final

Nelson Eddy missed the final Vicks broadcast of the present series last Sunday over CBS due to a severe case of laryngitis. Richard Bonnelli replaced Eddy.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

RADIO STATION! AUDITORIUM! DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075

REVISED MUSIC CODE SUBMITTED TO F.T.C.

(Continued from Page 1)
objections of some of the publishers, and all prohibitions against payment of "push money," have been incorporated into a group in Rule 1. Latter move coincides with the wishes of the F.T.C., in regard to payment to radio and other artists for plugging songs, as well as other so-called bribery practices.

New RCA Transmitter Is Dedicated by WROK

(Continued from Page 1)
ceived by Tommy Cameron, Maurie Nelson, Karl Hanson and Garth Bowker, WROK engineers.

New equipment marked the increase of power from 500 watts to 1,000 watts day and 500 at night. New transmitter will triple the station's strength, according to Lloyd C. Thomas, manager.

Business Is Doubled By WNBH Solicitors

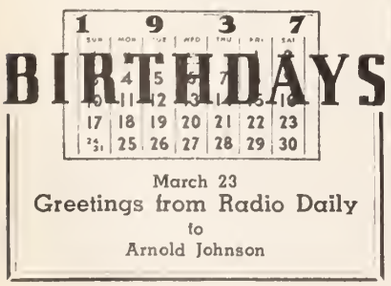
(Continued from Page 1)
7-7:15 p.m.; Hathaway Oil Co. (Shell), 10-10:15 p.m. nightly except Sunday, 52 weeks of "Tomorrow's Headlines"; Berry Bros. paints, through Maxon agency, Detroit, 13 "Musical Rainbows" 5-minute weekly disks; C. F. Wing Co. store, two 15-minute shows weekly with "Hollywood Recipes" (Bigelow Rugs), 52 weeks; My Bread Baking Co., 18 participations weekly in local news periods and 25 spots weekly, 52 weeks; Franco-Americaine Hour, additional half-hour weekly, 52 weeks, third year. Ten firms also have been signed on 52-week contracts for various numbers of weekly announcements, and seven others have been renewed for like periods.

Sold Out

Knoxville — WNOX, the Scripps-Howard station here, has announced that no more time is available for sponsorship between the hours of 6:45-9:45 a.m.

WAML Adds Newscasts

Laurel, Miss. — Two news broadcasts a day, one at 7:30 a.m. and another shortly after noon, are on the regular schedule of WAML here. Service is furnished by Transradio Press Service, whose New Orleans bureau governs this territory.





● ● ● **Ivory soap listened to Jackie Coogan, Mary Small and a dozen or more kiddies yesterday afternoon at NBC....Campana is negotiating for the half-hour musical variety show with (Baby) Rose Marie, Frank Gaby, Joey Ray and guestars....Johnny Green is doing guestar spots on the coast, talking about music...."Lazy Dan" goes Mutual for National Silver....Louis Raderman may be signed as concert violinist for Boris Morros at Paramount by the time this appears....Charles Adler of the Yacht Club Boys is sending out photos of himself with a mustache he just sprouted....Thirteen NBC announcers have auditioned for the show to be sponsored by the cycle industry....Jackie Heller is slated for a spot on the Ed Wynn airings....Ben Lipset has been made an honorary citizen of Galveston....Jack Oakie will have Judy Garland on his airings for 13 weeks starting next Tuesday.**

● ● ● *Wire from Benny Gaines of the Mayfair, Boston's swanky club, gives the new line-up because of Cross & Dunn going to the Chez Paris the 13th....Belle Baker goes in the 7th followed by Benny Fields the week after and then Cross & Dunn....Everett Marshall opens at the Versailles the 14th....Clarence Muse has completed "Memphis Suite" after three years....East and Dumke return as "Sisters of the Skillet" for Kellogg's April 12....Karlton Ka Dell will do a picture-talk on a Boulder Dam flicker....Watch Freda Starr, who auditioned on the Ivory spot yesterday. She's eleven and has a Deanna Durbin voice....Helen Hayes threw a party at the Rainbow Room for the sponsors, advertising execs and cast last night after her fade-out on the "Bambi" show.*

● ● ● **Phil Spitalny and his girls will take over the vacated Jack Pearl time on NBC-Red Monday nights beginning April 23....Morton Bowe will give up his Sunday shows because of the featured spot with Tommy Dorsey's band during the summer vacation of the Baron!....It is reported that Gene Arnold's Minstrels return to NBC the 7th....Fred Waring starts April 10 on "Varsity Show"....Phil Abrahams has taken an option of Publicity Associates' "Love Doctor" for local etherizing....Joey Nash must change his name to "Jack Nelson" to guestar on that auto transcriptions.... CBS sound effects man, Bob Prescott, was rushed home the other day with a serious attack of gall-bladder and may be out for a time....Max Wylie's secretary in CBS continuity dept., Helen Ward, was removed from Polyclinic hospital yesterday.**

● ● ● *Mickey Alpert is happy now that CBS director Brewster Morgan is well enough to begin rehearsing the scheduled airings.... The Lester Lees finally got their home in Connecticut and Lester's bedroom may be wall-papered with a design of dollar-bills so that when he wakes up in the morning he'll feel that he's in the money! ....Ted Hammerstein has another play with a radio background which he is planning for immediate production....Happy Felton opened yesterday at the Arcadia....N. W. Ayer are looking for a program which they'll use on a series of 39 to 65 transcriptions.... "Spring in Kansas", by Peter Dixon, formerly of NBC's press dept., will be on Campana's "First Nighter" Friday....Al Reck, Phil Baker's brother-in-law, has gone into the transcription business....Walter R. Brown of Radio City and Mervin Adams of Frisco, are the engineers designated to take Seth Parker's transmitter down to Canton Island to view the eclipse, traveling 7,000 miles to do a fifteen-minute airwaver!*

KOCA DOES HEAVY DUTY IN TEXAS SCHOOL BLAST

(Continued from Page 1)
Ulmer is president, placed a remote control line, as did KFRO, the Longview station operated by James R. Curtis.

Besides giving descriptions and interviews, the stations directed the movements of doctors, nurses and other workers by direct communications and rebroadcasts, remaining on the air to act as a clearing house of information. All regular broadcasts of KFRO and KOCA were discontinued for the rescue work.

Rebroadcasts were handled by KGKB, Tyler, and programs were also fed to the Mutual, NBC, CBS and Texas Quality networks.

Among first stations in the country outside of Texas to get lines in for eyewitness stories were the Iowa network stations, KSO and WMT, and KMA in Shenandoah, Ia. Bob Kaufman, KMA program director, arranged the lines by telephoning KOCA.

KLZ of Denver was another to act quick, getting a connection through to Overton, Tex., and obtaining details from Jack Cox, local merchant.

AFA Renominates Vallee

Rudy Vallee was nominated for re-election as president of American Federation of Actors at a membership meeting held Sunday night. Annual election will be held May 8. Meeting elected a nominating committee of five which submitted the following slate for full three year term:

Rudy Vallee, president; Sophie Tucker, honorary president; Joe Laurie Jr., first vice president; Ben Bernie, second vice president; Chick York, third v.p. and Harry Richman fourth v.-p.; Ralph Whitehead, executive secretary and Charles Mosconi, treasurer. Eight council nominations were also made.

Shepard Named Trustee

Boston—John Shepard 3rd, president of Yankee Network, has been elected a member of the Board of Trustees of the Suffolk Law School, which is expected to become Suffolk University soon.

AGENCIES

GERALD H. CARSON, who has been a member of William Esty Co.'s staff since its inception four years ago, has been elected a vice-president.

HUSBAND & THOMAS CO. INC. has taken new quarters at 370 Lexington Ave.

WILLIAM YOST PREYER has been made executive vice-president of Vick Chemical Co. Preyer is also chairman of the Proprietary Association of America's committee on advertising.

LEWIS M. WILLIAMS, formerly an executive and director of Williams & Cunnyngham, Inc., has joined the Buchen Company, advertising agency, Chicago, as vice-president.

WCFL to Work Out New Commercial Plan

Chicago—WCFL, catering mostly to some 400,000 interested in labor developments, etc., will work out a new commercial attack, according to Maynard Marquardt, newly made general manager. Hitherto identified as the official ether organ of a vast following, WCFL has not taken advantage of its possibilities, but in the future plans to come out with more showmanship and stress its particular audience market. Outlet is affiliated with NBC and carries many musical features of this network.

No drastic alteration of its labor policy, is contemplated, however.

New KXBY Features

Kansas City KXBY has closed a contract with Consolidated Drug Co. for a 30-minute early morning program to run 52 weeks. The show is a five-piece hillbilly unit, Squire Perkins and His Mule Skinners.

The same station has added several new features among which is a 7:30 to 8:30 a.m. participating show, "Early Editions," which features, besides Associated Transcription Service music, U.P. news every five minutes and weather and temperature reports. KXBY's other new morning feature is the daily "Social Calendar" in which Elaine Deane, a newcomer to the staff from Minneapolis, announces the lineup of local society news and announcements. Miss Deane also, with the assistance of Dot Chacquette, airs this station's women's news broadcast at 3:15 every afternoon.

ANNOUNCERS

GRAHAM McNAMEE, NBC announcer, has been signed by Chevrolet for the announcing job on the new "Rubinoff and His Musical Moments Revue" recordings now being made by WBS. Contract runs for 26 disks.

CLINTON PRICE, for the past year at KID, Idaho Falls, has joined the announcing staff of KLO, Ogden, Utah.

ABBOTT TESSMAN, NBC staff member, was selected as the best announcer in San Francisco and the Bay area by a board of nine judges including radio editors. Gold trophies were awarded Tessman and NBC.

JOHN CARPENTER, formerly at KHQ and KGA, Spokane, is now on the staff of KOIN, Portland, Ore., and is emceeing the revamped Variety Matinee.

GEORGE THOMAS, 17-year-old announcer at WHAT, Philadelphia, is a collector of swing records. He has over 300 now.

DICK CAMPBELL, once at KGNO, Dodge City, is now making a name for himself at KFBI, Salina, Kas.

GENE SHUMATE and DALE MORGAN, Iowa Network announcers, will broadcast the awarding of the state girls' basketball trophy at Guthrie Center, Ia., to the winning team of that city. Broadcasting of the tournament games resulted in capacity crowds at every performance.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 13 of a Series

WCHS — Charleston, W.Va.

1000 Watts Day, 500 Watts Night—580 K.C.

JOHN A. KENNEDY
Pres.-Gen. Mgr.

MORTIMER C. WATTERS
Station Director

NICHOLAS PAGLIARA, Program Director

WCHS was established in 1927, and from that date until November, 1936, it existed as a strictly local station, without network affiliation, without transcribed library service, without constructive locally originated sustaining talent programs, depending almost solely for its program material on victrola records. In November, 1936, the station was bought by interests headed by John A. Kennedy, and began a development which during the last three months has been record-breaking.

As its first step of development, WCHS secured an entire auditorium building for its own use for offices and studios, moving from its former small quarters. In its new auditorium WCHS has what is believed to be the largest studio in the world, with a capacity of 5,000 people. Three other modern, acoustically perfect studios were built to take care of programs which would not have a studio audience but which would be ample in size to take care of any musical or choral group.

Kennedy then formed the West Virginia Network, which is composed of WCHS, as the key station, with Kennedy's WPAR, Parkersburg, and WBLK, Clarksburg, constituting the other members of this network.

WCHS became affiliated with CBS on Feb. 13, as did one of the other stations on the West Virginia Network, WPAR.

During February, 1937, Odes Robinson, former chief enigneer of WIRE, was made chief engineer of WCHS and the West Virginia Network. Robinson immediately began improvements necessary to make WCHS more efficient on its frequency of 580 kilocycles, and make it a high fidelity station.

WCHS on March 1 began the UP News Service and also subscribed to the Associated Transcription Library.

Local citizens and advertisers have been quick to realize the importance of the change made in WCHS and got together under the leadership of the Chamber of Commerce, the Rotary and Kiwanis Clubs, and purchased double truck advertisements from both Charleston newspapers complimenting Kennedy on his courage and vision, and the outstanding developments made by WCHS.

WCHS now broadcasts, besides the Columbia Network Shows, programs of its own origination, many of which are sent to the West Virginia Network. These programs are under the direction of Nicholas Pagliara, former program director of WHEC, Rochester. Pagliara is ably assisted by D. Clete Lochner, also of WHEC, Rochester, whose main work is the production of outstanding dramatic presentations such as the history of West Virginia dramatized, and a State Troopers' Dramatization, which programs are being broadcast to the West Virginia Network.

Among the outstanding programs which draw audiences of thousands, who cheerfully pay 25 cents each to see the broadcast, is the one-hour Old Farm Hour, broadcast from the 5,000-capacity new studio.

In its primary area, WCHS serves 625,000 persons, and almost a million in its primary and secondary areas.

NEW PROGRAMS—IDEAS

Rousing Early A. M. Interest

WFMD, Frederick, Md., is arousing the interest of listeners in its 6:30-9 a.m. entertainment, "Good Ship Rise and Shine," conducted by Captain John (John Newhouse, announcer), through the medium of three features. One is an imaginary visit paid to towns and cities making a request for it, another is the playing of request musical selections, and the third is a "Birthday Hour."

Alertness Tests

Challenging the intelligence of their dialers, KSFO, San Francisco, brings forth a program in which the listeners must supply the name of the person dramatized in the show.

With a cast of U. S. students dramatizing clues to the identity of a famous person, the program is intended to bring in written answers to the name of the person selected for portrayal in each broadcast. Subtle commercials will be edged in.

Traffic Safety Series

WHB, Kansas City Mutual network outlet, institutes a new traffic safety program this week to be known as "The Man at the Wheel." The feature will go on the air for 15 minutes in an afternoon spot and will present Bob Weir and Barney Mahoney, police department traffic officers, as they question motorists on safety rules. A line will be run from WHB's Journal-Post studios to a nearby busy traffic intersection, and Norvell Slater, staff announcer will officiate.

Promotions, Additions Are Announced by KLO

Ogden Utah—Merrill Bunnell, formerly promotion manager, has been named advertising manager of KLO. He succeeds L. F. Haller, advertising manager for the past two years, who resigned to re-enter the newspaper field.

Bunnell has appointed William Skaggs to the KLO advertising staff. Skaggs previously had held the position of advertising manager of Wright's Department Store in Ogden.

Russell Thorsen, for almost two years a member of the KLO announcing staff, has been appointed production manager. He replaces Jean Sevillier, who resigned because of ill health. Thorsen has held announcing posts at KGA, Spokane, and KGVO, Missoula, Ma. For a number of years he played, directed and produced stock in the mid-west.

New Biz at KTSM

El Paso—New accounts just started and starting soon at KTSM include Griffin Cleaners, Peterson Lumber & Paint Co., Hall's Clothing, White House Basement Shoe Department, Consumers Ice Co., El Paso Typograhical Union, and others.

KVSO Affiliation Salute

Ardmore, Okla.—KVSO will celebrate affiliation with the Mutual Broadcasting System and the new Oklahoma Network on April 1, with a broadcast of all night local programs from a downtown auditorium in Ardmore. Night commercial programs and other studio features will be aired from the auditorium before a live audience. City officials and civic leaders will take part, according to plans of Albert Riesen, KVSO manager.

Debnam Auditioned

"Deb" Debnam, news commentator of WTAR, Norfolk, Va., auditioned at both the NBC and Columbia networks over the weekend. He's gone back to Norfolk to await reports.

GUEST-ING

MIRIAM HOPKINS, on Hit Parade, March 27 (CBS, 10 p.m.).

LANNY ROSS, on Hit Parade, April 17 (CBS, 10 p.m.).

FRANCES FARMER, on Hit Parade, April 24 (CBS, 10 p.m.).

CLYDE PANGBORN, on Charlie Martin's "Thrill of the Week," tomorrow (NBC-Red, 8 p.m.).

KIRSTEN FLAGSTAD, Metropolitan soprano, on General Motors, April 4 (NBC-Blue, 8-9 p.m.).

NEILA GOODELLE, on the Ed Wynn show, April 24 (NBC-Blue, 8 p.m.).

GLORIA SWANSON, interviewed on the WHN Movie Club next Friday by Radie Harris, 8-9 p.m.

Guy Lombardo says
CARELESSLY
is the best song in years!
Norman Ellis Music Pub.
113 West 57th St. New York City

Cross-Country Chat

ARTHUR B. CHURCH, president of Midland Broadcasting Co., operating KMBC, is back in Kansas City after a coast vacation.

Deane Long, announcer and assistant program director at WFMD, Frederick, Md., appears thrice weekly as the Hollywood Reporter in the "Hollywood Hilites" program. He also conducts the daily noonday nonsense show, "Rhythm Club," in which he stooges for "Joe Stradivari," the talking violin played by Lee Johnson.

Dick and Bob Stahl, formerly of KVSO, Ardmore, Okla., are now harmonizing over KCMO, Kansas City.

John Busselle, salesman on the WHB (Kansas City) staff for the past year, has resigned to join Braniff Air Lines in Houston.

Winston Shipley, music director and staff pianist at WFMD, Frederick, Md., is reported altar-bound.

Sol Chain, production manager of WNBH, New Bedford, assisted in the successful Colonial-Mutual coast-to-coast airing of the Hyannis New England music festival.

Darrell Martin, radio editor of the Pittsburgh Post Gazette, has the town radio lads all het up on bowling, forming a Radio Bowling League in which WJAS-KQV now leads, followed by WWSW, WCAE and KDKA. Town's star bowlers include Joe Villella, Jack Hollister, Bide Dudley, Joe Tucker, Ed Sprague, Glenn Riggs, Jack Buchheit, Frank Smith, Jr., Bob Thompson, Tom Pickering, Howdy Clark, and others, including Martin. A banquet is planned in April.

Sandy Nevins, who does "Town Talk" for Sears-Roebuck over WTAR, Norfolk, plans a 70-mile walk down the coast on his vacation.

Mary Alkus is now featured in "Pertinent Paragraphs" over KYA, Frisco, and the CRS net in California at 11 a.m. daily.

Gene and Glenn of WHO, Des Moines, will appear in Omaha as featured artists on WOW anniversary programs April 2-3. They headlined in Kansas City last Saturday.

Buryl Lottridge, head of KFOR-KFAB-KOIL sales staff in Nebraska, was a candid camera subject in the last issue of Life.

William E. Phipps has joined the publicity and commentator staff of KOMO-KJR, Seattle.

Gertrude Onnen, former stage and network actress, is now on the dramatic staff of WLW-WSAI, Cincinnati. Other recent additions included Zora Layman and Herbert Claar, vocal-piano duo; Elwood MacAllaster, actor; Richard Vaughan, production man; Slim Smith and his Arizona Ranch Boys, and Larry Mencken, writer, rejoining after a year in Detroit and New York.

Charles Crutchfield, program director at WBT, Charlotte, will attend the Carolina Cup Race at Camden, S. C., March 27. H. H. Holtshouser, WBT treasurer, acted as g.m. while William A. Schudt, Jr., and Sales Manager Dewey Long took a trip to Atlanta.

Lester Horn, continuity writer at WHAT, Philadelphia, is now doing several serials including "The Three Co-Eds." Ray Turner writes the new "Happiness Hotel" script.

Robert Marley, continuity writer of the Crosley stations, and Frances Jensen of the WLW accounting department, are now keeping house.

Erle Smith, news commentator at KMBC, Kansas City, airs his Sunday morning spot by remote from the Chrysler show rooms, where the sponsor invites visitors.

WSOC, Charlotte, has been doing some fine service with its job clinic, sponsored by a local bank. WSOC is among the stations that play an important part in civic affairs.

WICC, Bridgeport: Edith Jolson, singer, just over the effects of an auto crash, is down with the grip.... Florence Ballou, ill, replaced in the recent McClean Minstrel by Dorothy Taylor of the staff....Joe Lopez will rebroadcast Ray Sinatra's new NBC program April 1....Lillian Anderson returns to WICC as a soloist in the Easter Cantata.

John Gillin, Jr., head of the Nebraska Broadcasters Ass'n, was the headliner in the hearings last week before the Nebraska unicameral legislature on Senator Frank Brady's bill to write the Sherman Anti-Trust law into the Nebraska statutes, a direct slap on Ascap, as has been done in Washington and Montana.

"Party Plans of the Air," sponsored by Kadane-Brown Co. (Bluebonnet Margarine), launched over KRLD, Dallas, early in February, has had a surprisingly large listener response. Eva Mayo Hamill conducts the program, consisting of party ideas and suggestions.

Marshall Soura is the newest addition to the WIP, Philadelphia, technical staff. Had been with Westinghouse for eight years and with Western Electric for four years. Joins the local station as field engineer.

Special show is planned for April 3 for the Hampton Institute Broadcast, which WTAR (Norfolk) pumps to the NBC-Red network Saturdays 7:15-7:45 p.m. Program will feature the Folk Singers and highlights of the life of Booker T. Washington.

Newscaster Foster May has returned to Omaha from a three-week trip to Mexico with Mrs. May.

Manager John Gillin of WOW, Omaha was host to President Martin M. Mara of Radioaids Co. of California, who also inspected the station.

Brandeis, Omaha's largest department store, is presenting a 30-minute style review at 3 p.m. Fridays over WOW. Mrs. Marjorie Epstein, Brandeis advertising manager, is directing presentation of the program.

Space devoted to radio gossip by The Omaha Bee-News has been doubled since Jake Rachman, also the newspaper's film critic, has taken over radio editor duties.

Buryl Lottridge, sales chief in Omaha for KFAB and KOIL, along with Bruce Wallace, publicity man for the three stations (including KFOR, Lincoln) were in Lincoln this week confabing with Reginald B. Martin, KFOR-KFAB station manager.

Ray Schwartz, formerly with NC's Chicago traffic department, is now with Central States roadcasting Co., Lincoln, in the same capacity. Used to work under Fred Weber, who now is with Mutual, and will still be under him since KFOR takes the MBS schedule.

Jimmy Corbin, novelty song and piano act, has been signed for exclusive appearance on the Iowa Network. He was formerly on the staffs of WBBM, KMOX, WJJD, WHO and WTMJ.

Rev. William E. Soule will present a program of hymns and their stories on Tuesday and Thursday mornings at 9 over Station WSPR Springfield, Mass.

"Flowers in a Vase" a radio play featuring Red Cross highway first aid, was presented last week over station WMAS, Springfield, Mass.

Cantor's Contest

A prize of trips to Hollywood for two persons is being offered by Eddie Cantor to the one sending in the most appropriate name for the chattering telephone girl who recently made her debut in his Sunday night Texaco program over CBS, the star announced at the conclusion of last Sunday's show. No purchase or other requirement is necessary for participation. Contest closes April 11. Rupert Hughes, Walt Disney, George Burns and Gracie Allen will be the judges....The comedienne is Helen Troy and Cantor thinks so much of her star possibilities that he has signed her to a long-term contract.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

INA GRANGE, one-time assistant program director of WABC, who's had three commercials, has coached operas and opera stars, accompanied such artistes as Countess Olga Albani, has directed her own string ensemble.... believe that women are more competent, musically speaking, than Radio Row understands....To prove it she cites Julia Glass, Mathilde Harding, NBC staff pianist, and Marian Carley, Columbia pianist, as examples of unparalleled luminosity .....When George Frame Brown takes the airena again (he was on "Main Street" which may soon do a repeat) with a new transcription program for femme consumption now being auditioned by aero-musico big name, La Grange will play a ten-year-old gal-child.... Amita Fairgrive, "All Story" mag ed. scripting at WOR's request....

▼ ▼

Airotic addenda....Nelson Eddy to enter double harness with West Coast lass within the year, according to Josephine Dillon Gable.....Adeline Thomason, "Mrs. Pennyfeather" of the "Streamliners", to you, California-bound for flicker reasons....."True Marriage Proposals", the Fanny May Baldridge (ex-"Magnolia") Newell Davis program, present recordings of the proposal dramatized to proposer or proposee involved.....Lee Ray Jackson, wizard of the NBC darkroom, has pix-ed more than 1,000 celebs within a few weeks, inclusive of Mary Livingstone and spouse Jack Jean (Griffin Polish program) O'Neill, Ed Smalle and the "Caroleers" and those two zanies of domesticity, Goodman and Jane Ace....Pauline Alpert, WOR's "Whirlwind Pianist", to make music on Fred Allen's Wednesday night program.

▼ ▼

Two pix in a big daily t'other day, supposedly of Eve Symington and Jessica Dragonette, best-dressed femme crown-winners, were both of La Dragonette.... More anent the sartorial....Frank Chapman, best-dressed baritone, has in his ideal Easter Parade, Lily Pons in brilliant shades and orchids, accompanied by Andre Kostelanetz, in black, Mrs. Lawrence Tibbett and Lucius Beebe, with amethystine touches here and there, and Gladys Swarthout, in mink and yellow orchids....Now to decide whether they broadcast over the NBC Red or Blue.... Molly Ames, femme Orpheus, who's just brought her "Golden Lute" to the ether, vocalizes in 20 tongues.

COMMENTS
On Current Programs

Band Wagon

Kate Smith and Ted Collins hardly ever fail to put on a superior hour of entertainment. Listeners to the A. & P. show last Thursday night were regaled with a very fine excerpt from "Mary of Scotland" performed by Margalo Gillmore and Helen Menken. There was also the usual quota of enjoyable vocalizing by Miss Smith. And Henny Youngman with his jokes. Youngman has been getting himself talked about quite a bit lately. Whether he is just a joke-teller or a genuine comedian, however, is not yet certain. The laughter and applause of studio audiences often is misleading, and an increasing number of dialers are getting wise to it. Youngman has a style, but not enough. Anybody can rattle off a string of old and new jokes with the assurance of getting a certain percentage of laughs. The real comedian, however, is the one who gets his results by the artistry of style, ingenuity and resourcefulness. Vide Benny, Allen, Cantor, Berle, and just a few others.

Show Boat

Lanny Ross, who has been developing into a continually better showman in the presentation of his Maxwell House Show Boat programs on Thursday nights at 9 over the NBC-Red network, gave his listeners a treat on his last broadcast in the form of Lillian Gish, one of the stage's (and formerly the screen's) better dramatic actresses. Mary Small also sang herself to a batch of applause on the same program, while the Molasses and January comedy and Ross' own vocal contributions to the show were pleasurable as always.

Chamberlain Brown

A most enjoyable half-hour program of wide diversity closed its 26-week run at 4 p.m. Friday when Chamberlain Brown gave his final show over WINS. With a wealth of material available through the medium of his Broadway theatrical office, Brown has packed an unusual amount of interesting items into his programs. Glamor of the show world in all its branches, drama in modern as well as classic vein, highlights about personalities of the past and present, singing, orchestra numbers by Louis Katzman's aggregation, and no end of prominent guest stars, made each program a highly entertaining grab bag that could interest a goodly class of dialers.

Roger Pryor

Roger Pryor, whose orchestra is remoted via CBS out of Chicago at late hours, has been making steady progress in developing individuality in his musical aggregation. His music is tuneful and soothing, a pleasure to the ear as well as to the dancing feet.

AIR PARADE IN REVIEW

"STARK ON OBSERVATORY HILL"

(Charlie Stark)
Sustaining
WMCA Monday to Saturday, 7-7:45 a.m.

FAIRLY BRIGHT POTPOURRI FOR THE BEFORE-BREAKFAST LISTENERS.

Considering that it is put on at the still sleepy hour of 7 a.m., this alarm clock revue stirs up a fair amount of liveliness. The 45 minutes are packed with odds and ends including music, poetry, a light vein of philosophy, weather information, tomfoolery for young and old intermittent announcement of the time and even the day and date. The music, partly transcribed, is appropriately selected, yesterday morning's program running all the way from "Wake Up and Sing" to "Twilight on the Trail"—the latter number being the only dubious one. Vocal as well as instrumental selections are offered. Stark sounds like the kind of a chap who could do well in an m.c. spot at a later hour.

"DRUMS OF CONSCIENCE"

Sustaining
WGN-Mutual, March 21, 1:30-2 p.m. CST.

EFFECTIVELY STAGED NEGRO DRAMA WITH GOOD SCRIPT AND CAST.

Emanating from Chicago, this experimental drama broadcast by the University Broadcasting Council was a very satisfying success. The script evidenced careful preparation, while the performance reflected equal care in rehearsal. Story based on an old Negro legend dealt with a colored man who had killed a white and was trying to keep up a bluff of innocence despite a barrage of insinuation and warning carried on by his suspecting friends as they are making merry at a fish fry. The continual beating of drums, as part of the musical background of Negro folk songs, eventually fill him with such a fear of consequences that he surrenders and confesses. Arthur K. Akers and James Whipple are credited with the script.

We, the People

With the return of Phillips Lord on Sunday, "We, the People" deviated a little from its predominantly serious vein and struck a greater number of humorous notes. The first was provided by the president of the Dunkers' association who gave hints on dunking. Then came a 300-pound woman elected by northwest lumbermen as the sweetheart of their legendary hero, the 700-pound Paul Bunyan. An elevator operator with a deep-sea voice told of his ups and downs, mostly downs. A North Carolina schoolboy had an amusing tale about how he capitalized on his measles, by charging other boys a dime to come in and catch them so they wouldn't have to go to school. There were some serious notes too, but they were far in the minority.

Magic Key

A vocalist of unusual merit highlighted Sunday's Magic Key of RCA program over the NBC-Blue network at 2-3 p.m. He was Joseph Schmidt, Rumanian concert tenor, who has a marvelous ringing voice. Schmidt delivered numbers in Italian and German with equal facility and clarity. Bruna Castagna, the popular Metropolitan contralto, offered an Italian and a Spanish selection. Another outstanding performer on the bill was Andres Segovia, the Spaniard who has made guitar playing an art. His two numbers, accompanied by the NBC Symphony Orchestra under the direction of Frank Black, were genuine treats. Fray and Braggiotti offered two selections from "Show Boat" as their piano contribution, and from WTCN, Minneapolis, came an interview with 4-H Club winners.

"Special Edition"

A very helpful talk by Dr. Payne, titled "Lesson in Relaxation," highlighted Friday's Borden show over the NBC-Red network. Dr. Payne gave some excellent advice, from both a health and a philosophical viewpoint, for persons who live too strenuously. The other usual features of this tip-top 1:30-2 p.m. program, including Gabriel Heatter, gossip from Hollywood, musical interpolations and other items also were up to their usual standard.

Music Hall

As evidence of the present topsy-turvy trend of radio programs, Basil Rathbone, who acts with sterling dignity on stage or screen, turned stooge with Bing Crosby on last Thursday's Kraft Music Hall program over the NBC-Red network at 10-11 p.m. What's more, Rathbone made a good job of it. Proving he is a true actor. Harriet Hilliard and pianist Rudolph Ganz were other enjoyable guest items on the bill, with Bob Burns and the Dorsey orchestra also doing their stints.

Jack Pearl

Inaugurating his new Friday night spot on the NBC-Blue network, 10-10:30 p.m., the Baron Munchausen's program had a most auspicious send-off. Adventuring in China, the Baron and Cliff Hall knocked out a high score of laughs. If any additions to the large host of Pearl listeners are obtainable at the new hour, the initial broadcast must have started the ball rolling at top speed.

SELLING THE STATION

Spring Campaign Bulletin

The merchandising department of WMT, Cedar Rapids-Waterloo, under the direction of Leo F. Cole, has completed a Spring merchandising bulletin to be sent to 500 grocers and druggists in the territory of WMT.

Bulletin points out the reasons why radio is such a powerful advertising medium. Listings of the various advertisers, titles of their programs, and the time each program is heard, is given in the bulletin. Object of the mailing pice is to acquaint retailers with WMT by telling their customers just when their favorite radio programs will be on the air.

Bulletin also lists separately all accounts on WMT sponsored by grocery items and drug items. Lists 26 grocer accounts and 18 drug accounts.

Newspaper Ads

WHIO, the Dayton (O.) News station, uses prominently displayed three-column ads in the News to plug the station. A recent display, headed "Tomorrow on WHIO", gave the next day's complete list of programs on that station, attractively set up in large type, with a footnote: "See the radio page for complete daily program schedule." Another display ad contained merely the legends, in decorative layout, "Turn Your Radio Dial to 1260", "There's Always a Good Show on WHIO", and "See radio pages for complete daily program schedules."

Texas Expo Auditions on Air

Dallas — WFAA and the Greater Texas-Pan American Exposition are auditioning talent to appear in the "Cavalcade of the Americas" featured pageant of the Exposition. Broadcasts of auditions from the Melba Theater stage began Saturday. Dixie Trailways and Sunshine Bus Lines are sponsors for the program.

Master Records Registers

Washington Bureau of THE RADIO DAILY

Washington—Consolidated Film Industries, Inc., yesterday reported to Securities & Exchange Commission acquisition of Master Records, Inc., through its subsidiary, American Record Corp. Entire authorized capital stock was acquired.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
Management Rockwell-O'Keefe
Radio City, New York and Hollywood



ELZA SCHALLERT interviews, NBC Blue net, next week moves to a new spot, one hour later, bringing her on 8:45-9 p.m. PST. John Boles will be her guest Friday.

KHJ has received copy clearance on her stories in "Epic Heroes" published in London. Stuart Wilson will use them on his Friday evening Story Teller program on Don Lee net.

Jimmy Vandiveer, who conducts Don Lee's Tuesday night "Met Some People," will put a new twist to radio interviews this week when he quizzes thirty persons at once, receives his replies from the whole group in unison. His guests will be the well known Verse Choir.

Allied Advertising Agencies Inc., on behalf of Associated Oil, has started a new series of sports broadcasts on KMTR, the first of which will be the UCLA-Stanford Track meet Saturday, with Frank Bull at the microphone.

KFWB putting in its own equipment at the Ambassador Hotel to broadcast Cocoanut Grove concerts.

Carlton KaDell, just finished announcing on the big 300 station Dodge disk series, has been signed to do the narration on a 4-reel travel picture on Boulder Dam, to be released by General Studios.

California's Hour, with Conrad Nagel and Connie Boswell, (chain stores) which has been going on NBC blue net in California only, will finish its present series Sunday. Lord and Thomas, agency, is auditioning a series of 1-minute transcriptions which may go on the air later.

Pauline Hogan, who has had a household talk program on the air weekly for seven years, without an unsponsored week, has signed for a second year's weekly broadcasts for Market Basket Inc. (stores) over KEHE. Account was placed direct, and doubled Miss Hogan's salary.

Jerry King, president of Standard Radio (transcriptions) just returned from a quick trip to Sacramento to assist at the dedication of new station, KROY.

Advertising Arts has just placed a thirteen week spot announcement campaign for Nu Enamel, to go on blue net's outlet, KECA three times a week.

Lum and Abner are in Chicago to talk contest plans with their sponsor, Horlick Milk. After two weeks' broadcasting from Chicago, they'll be back on the Coast.

Fred Jones, publicity man for KEHE and the Orange net, is trying his hand at scripting, doing a new Tuesday evening 15 minute program, Alma Mater News—chat and opinion about college happenings and college viewpoints. Jones was formerly editor of Pennsylvania U's daily during his own college days.

F. C. Mertens, president of Mertens & Price, Inc., leaves Monday for a two months trip through the middle west and east on behalf of Sunday Players, Sacred City, Wade Lane's "Homefolks" and American Kitchen, transcription series.

Los Angeles Auto Driving School has signed for a Friday night half hour Safety First Forum series over KMPC, with Betty Compson conducting interviews with officials, celebs, etc, urging safe driving. Account placed direct.

Orange network, (Hearst-McClatchy chain) transcribing Tanforan races, putting them on at 7:30 p.m., for benefit of "tired business man" who works when the horses are running.

All Canada Radio Facilities, Ltd., Winnipeg, appointed Canadian reps for Mertens & Price Inc. Already placed Sunday Players series, 52 disks, for Calgary, Alberta, outlet and two others.

Cocomalt's Joe Penner show, in the middle of its second 13 weeks, renewed for a third series of 13. Ruthrauff & Ryan, agency.

ONE MINUTE INTERVIEW

GLEN GRAY

"In selecting the numbers for the broadcasts of the Casa Loma Orchestra I have found the pacing of the program to be of vital importance. The reaction I have received throughout the country is very peculiar, due to the fact that the south always requests the slow numbers; the east and midwest the fast numbers; and the west coast the romantic love ballads rendered by Kenny Sargent."

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

March 23: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

The Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts night, 250 watts LS, unlimited.

March 24: Juan Piza, San Juan, Porto Rico. CP for new station. 1500 kc., 100 watts night, 250 watts LS, unlimited.

April 8: Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Golden Empire Broadcasting Co., Marysville, Cal. CP for new station. 1140 kc., 250 watts, daytime.

April 14: Paul B. McEvoy, Hobart, Okla. CP for new station. 1420 kc., 100 watts, daytime.

April 27: W. W. Luce, Fort Lauderdale, Fla. CP for new station. 1050 kc., 50 Kw., unlimited.

May 3: J. Leslie Doss, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime.

May 7: Staunton Broadcasting Co., Inc., Staunton, Va. CP for new station. 1500 kc., 250 watts, daytime.

May 10: T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts night, 500 watts LS, unlimited.

May 13: Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

May 17: Utica Observer Dispatch, Inc., Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.

May 18: KYW, Philadelphia. CP for change of power. 1020 kc., 50 Kw., unlimited.

May 21: Ashville Daily News, Ashville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

U. S. Marines Feature

Philadelphia — A new feature, known as the All-Marine Program, opens at 10 p.m. tomorrow over WHAT. All those taking part in the hour show are connected with the regular U. S. Marine Corps. Actual experiences of Marines will be dramatized, the first being a Belleau Woods incident of the World War, and there will be band music as well as interesting personalities.

Colonel Benjamin S. Berry, U. S. M. C., will be guest speaker on the opening program. Sergeant D. C. Barnum will be the narrator. Production of the show will be handled by Milton Laughlin, C. W. Ogelsby, George Thomas and Sam Serota of the WHAT staff.

New Philco Aerial

Philadelphia—Philco Radio & Television Corp. announces a new oversize and unusually rugged commercial-type aerial for heavy outside duty, especially on high buildings, large homes, yachts and other locations where extra strain, high winds and severe weather are encountered. Every part has been treated to make it impervious to weather and salt air. It is called the Philco De Luxe "Heavy Duty" All-Wave Aerial.

Booklet on New WE Mike

Western Electric has issued a 12-page illustrated booklet on its new 633A Dynamic Microphone, which was recently added to W. E.'s list of pick-up equipment. Small size, ruggedness and low price are among the features of the new mike.

Skating Races on CBS

National Indoor Speed Skating Championships will be described for winter sports fans from Chicago on Saturday, 10:45-11 p.m. EST, by John Harrington, CBS sports announcer.



HANNAH KICHAVER, booker, now with CBS promotion here.

Paul Ash and Maurie Sherman slated to go into Casino Parisienne for Consolidated Radio and be aired over NBC.

Blair Walliser, WGN production chief, and Ken Griffen, actor and announcer, have purchased a new sailing craft.

Bill Craig, newest announcer at NBC here, is a former singer.

A Capella choir, heard over NBC, will appear in concert April 7, at LaSalle, Illinois in a series booked by the Civic Concert Service.

Kay Chase, radio author and actor, who writes the WGN and Mutual show "Painted Dreams" and the CBS show "The Romance of Helen Trent," has left on a vacation that will take her to Florida and the islands in the Carribean.

Chicago Symphony orchestra under the direction of Dr. Frederick Stock, will be heard in another one of the semi-monthly Saturday night popular concerts from Orchestra Hall here Saturday. The concert will be broadcast exclusively over WGN and the coast-to-coast Mutual network, 8:15-10:15 p.m. Henry Weber will be the commentator and it will be announced by James Fleming.

WMCA
NEW YORK'S OWN STATION
Leads in
PROGRAM PLANNING
GOOD WILL HOUR
Successor to Good Will Court
SUNDAYS 10 TO 11 P. M.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 31 NEW YORK, WEDNESDAY, MARCH 24, 1937 FIVE CENTS

WLW's Web a Reality

Tieup with WHN Definitely Includes WFIL and KQV—Commercials and Sustainings from WLW Monday

By M. H. SHAPIRO
Associate Editor, THE RADIO DAILY

Traffic representatives of WLW, WHN, WFIL and KQV, of Cincinnati, New York, Philadelphia and Pittsburgh, respectively, are engaged in clearing time, switching sustainings, moving shows up and down in order to get ready by next Monday unobstructed operation of a new network, tentatively called "the WLW wire." Work is being carried on in this city with all possible speed, and on Monday both sustainings and commercials will flow from the 500,000 watter in Cincinnati.

This places WHN in an unexpectedly strong spot—as key station here of a chain with the most powerful outlet in the world on the other end. Commercials set are more or less tentative right now but will be definitely arranged by the end of this week. Contrary to general impression, WLW will be more on the sending than the receiving end, since it has one of the largest production staffs in the country and needs further outlet for its shows. WLW also does the recording of the Macfadden

(Continued on Page 3)

STATE RADIO CONTROL ASKED IN GEORGIA BILL

Atlanta—A bill calling for a state radio commission and acquisition of WGST by the state has been introduced in the General Assembly. WGST is now owned by the Georgia School of Technology and leased out commercially. Lease has several years to run, but would be automatically cancelled if the bill passes.

The commission would consist of the Governor, the president of Georgia Tech, the president of the Senate, the speaker of the House and

(Continued on Page 8)

Agfa Test Campaign On Boston Stations

Agfa-Ansco Corp., Binghamton (cameras), through Young & Rubicam Inc., New York, will start a test campaign on WBZ-WBZA, Boston, in June. Sponsor will use "Musical Clock," a participation program, six days weekly.

Spring Business Boom At WPTF, Raleigh, N. C.

Raleigh, N. C.—Spring is bringing a load of new business to WPTF. Recent business closed includes Blackwood's, Inc., adding "Monroe Brothers" thrice-weekly to their "Swingbillies"; General Electric Supply, using Kingham Scott at the organ thrice weekly; N. C. Fisheries, three programs a week; T. H. Briggs & Sons, thrice weekly dramatic feature starting April 1; Lewis Sporting Goods Co., five quarter-hours weekly; Boylan-Pearce, Inc., "Hollywood Room Recipes" twice weekly; Gould-Morris, extension of program

(Continued on Page 8)

All-Nighter Clicks

An experimental program from 12:30 a.m. to 7 a.m., tried Monday by WVFW, Brooklyn, brought instant and generous response. Frank Daniels announced the entire broadcast. Phone calls and wires came from many eastern states, and a Frank Daniels Fan Club started by a Brooklyn fan boasted 242 members in three hours, according to Anne Dimin, WVFW program director.

WFLA AND WSUN SEEK SEPARATE OPERATION

Clearwater, Fla.—WFLA-WSUN, operating jointly, have made a formal application to the FCC for a modification of license requesting that the license of the two stations be severed in order to form separate stations under the call letters of WFLA and WSUN, respectively. Under terms of application, stations will

(Continued on Page 8)

Tom Lewis, Bob Welch Join Young & Rubicam

Tom Lewis, former WTAM production staff, and Robert Welch are the two newest additions to the Young & Rubicam radio staff, which in the past four years has increased from the original dozen to 70 now employed.

FLEISCHMANN PLANS NEW NETWORK SHOW

Standard Brands, Inc., for Fleischmann Yeast, is contemplating a network show to make its debut soon. Product has not been advertised on a national network since last October when the "Vallee Variety Hour" program changed its plug to Royal Gelatin. While the agency, J. Walter Thompson, would not confirm the report, program will go NBC.

Additions and Shifts In KIRO's Personnel

Seattle—Coincident with announcement that it will augment its power and become the local CBS outlet this fall, KIRO has made several additions to personnel and some shifts. Gene Baker, formerly with KOIN-KALE and other Portland stations, has become program manager. Jim Hatfield, with KIRO for 18 months, is now chief engineer. Henry Norton, formerly at KTAR, Phoenix, joined the continuity staff.

Erection of a new studio and a jump to 5 kw. are included in the new plans for KIRO.

Jesse Butcher Joins NBC Operations Dept.

Jesse Butcher of Bruce Chapman-Jesse Butcher, Inc., has resigned to join the station relations staff of NBC. Bruce Chapman will carry on the radio production firm. Butcher will serve as a station relations representative under Reginald M. Brophy, manager.

Re-sale of Station Licenses Is Attacked at House Hearing

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Taking issue primarily with alleged monopoly existing in the radio industry and so-called trafficking in licenses, Congressman Richard B. Wigglesworth (Rep., Mass.) yesterday appeared before the House Committee on Rules, supporting the resolution introduced by Congressman Connery for an investigation of the industry.

Referring to two radio acts now in force, Wigglesworth declared they definitely tried to eliminate private

(Continued on Page 3)

Program Details Set On Final Ford Shows

Guest stars and program details have been set for the final three broadcasts of the Ford Sunday Evening Hours of the present season. On May 30, Bidu Sayao, soprano, will appear. June 6 has Mischa Levitzki, pianist as guest and on June 13 Josephine Antoine, soprano, will close series. Broadcasts are aired 9-10 p.m. over CBS net. Programs will resume for the 1937-38 series Sept. 12. Eu-

(Continued on Page 8)

Re-enacting Game

Knoxville — Re-enactment of the outstanding football game of the Southeastern Conference played last year, the Tennessee-Duke game, is scheduled over WROL at 8:35 tonight, sponsored by J. S. Hall's Sons. A movie of the game will be flashed on the screen in the studios and Allen Stout will again describe the contest. Said to be first broadcast of its kind.

Havana Confab Ends

Havana (By Cable)—North American Radio Conference ended its week of parleying here yesterday, with no eventful developments.

Problems of friction in broadcasting frequencies were taken up, and the discussions initiated will receive further consideration by the delegates from the United States, Canada, Mexico and Cuba.

RADIO DAILY

Vol. 1, No. 31 Wed., Mar. 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Tuesday, Mar. 23)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170¾	169¼	170¾	+ 2¼
Crosley Radio	24	23¾	23¾	+ ¼
Gen. Electric	55⅞	54¼	55⅜	+ ⅞
North American	27⅞	27¼	27⅜	+ ⅝
RCA Common	11⅜	11	11¼	+ ⅛
RCA First Pfd.	77¼	76¼	77¼	+ ¾
RCA $5 Pfd. B	(90 Bid)			
Stewart Warner	19	18¼	19	+ ¾
Zenith Radio	34	33½	34	— ½

NEW YORK CURB MARKET

Hazeltine Corp.	16½	16⅜	16⅜	— ⅝
Majestic				
Nat. Union Radio	3⅛	2⅝	3⅛	+ ½

OVER THE COUNTER

	Bid	Asked
CBS A	55½	57½
CBS B	55	57
Stromberg Carlson	15½	16½

Walter White Shopping With New Program Idea

Walter White, president of Harkins & White, radio production firm of San Francisco, is in New York with a new presentation described as very unusual in nature. He is now shopping around with the program and expects to close a deal on it before returning west in a few days.

Reporters on Regular Schedule

WMCA's Roving Reporters will be heard at 2:15 p.m. each week day afternoon beginning March 29. In the past Frankie Basch and Martin Starr, the reporters, have brought personalities behind the news before the microphone for interviews at odd times during the day and night. The new schedule is in addition to the odd spot times.

REEVES STUDIO
RADIO TRANSCRIPTIONS
Noiseless Film and Wax Recording
•
ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

Radio Gets Plug in Senate

Washington Bureau of THE RADIO DAILY

Washington—First time radio has received a free ad in the U. S. Senate occurred the other day when Majority Leader Joe T. Robinson called upon the Senators to turn the dials for the speech of former Supreme Court Justice John H. Clarke in defense of the President's court plan.

KFEL Does Fine Job In Sports Broadcasts

KFEL, Denver, did about as fine a sports broadcast last Saturday night as any listener ever heard, particularly a basketball game. A.A.U. championship game between the Denver Safeway Stores team and the Phillips 66 Oilers of Oklahoma was covered perfectly, not only the extraordinary play-by-play description by Joe Meyers and Bill Welch, but the general coverage such as between periods and after the game when well known officials, authorities and sports writers, as well as players came to the mike. All this was done with absolutely no waits, and with smoothness and precision. Great job, with every evidence that both Gene O'Fallon and Frank Bishop, were plenty on the job. Mutual aired program in the East via WOR.

All Contracts Placed For New WFIL Studios

Philadelphia — Donald Withycomb, WFIL general manager, announced that all contracts for WFIL's new studios in the Widener Building have been executed. Station moves from the Strawbridge & Clothier department store, part owner in its operation. New home will cost $200,000 and is expected to be ready by July 15.

Alkine Starting Spots

Alkine Laboratories, New Brunswick, N. J. (Flemolyn cough remedy), on March 29 will begin a series of one-minute RCA-Victor spot announcements, once daily, six days weekly, on two stations (WMCA, WAAT). Campaign placed through Schillin Advertising Corp., New York.

Edgeworth Disks Restored

Larus & Bros. Co., Richmond (Edgeworth tobacco), after a temporary cancellation of its WBS "Moments You Never Forget" disks on five West Coast stations (KNX, KGO, KOIN, KOL, KFPY), has restored them to its schedule without any station missing a program. Cancellation was due to a trade condition on the Coast. Marschalk & Pratt Inc., New York, has the account.

Wythe Williams Series End

Wythe Williams tomorrow will conclude his series of radio talks, titled "The Next War", heard over WMCA at 7:45 p.m. Thursdays the past two months under the general title of "Foreign Affairs Forum". The noted author and foreign correspondent returned to this country a few months ago. His new book, "Dusk of Empire", was published this month.

Mutual Prepares Salute For Oklahoma Network

Mutual will salute its newest affiliates, the Oklahoma network, on April 1 at 9:30-10:30 p.m., with a full-hour program originating from New York, Chicago and Washington. WOR will start the salute with Ed Fitzgerald, Edith Holter and Nat Brusiloff's orchestra, then switch to WOL, where Oklahoma Senators Thomas and Lee will be heard. WGN will contribute Henry Weber's "Musical Revue" to close the program.

KEHE Offices Moving

West Coast Bureau of THE RADIO DAILY

Los Angeles — KEHE and Orange network officials and business offices will move Saturday from their cramped temporary quarters at 214 S. Vermont, to occupy 14 of the new offices in their new studios at 141 N. Vermont, three blocks away. Production department will remain in the temporary quarters until the studios go into use for broadcasting early or in mid-April. Ford Billings is west coast manager. C. B. Juneau is assistant.

Remington-Rand Renews

Remington - Rand (typewriters), through Leeford agency, has renewed its Five Star Final program over the Inter-City network for 52 weeks, effective March 29, it is announced by Bertram Lebhar, sales manager of web. Renewal calls for five nightly broadcasts of 15 minutes and one half-hour Sunday broadcast. In addition to eight stations now airing show, WGAL, Lancaster, and WORK, York, will be added. Phillip Barrison is director of program.

WFIL-Fan Paper Deal

Philadelphia — Time-space swap deal between WFIL and "Radio Press," local fan weekly, gives the sheet two 10-minute periods weekly in exchange for publicity space on the station's programs and mike personalities.

WQXR to Have a "Bee"

A new series, "Question Bee," starts over WQXR on Saturday, 9-9:30 p.m., and will be heard every Saturday thereafter. Questions will be submitted by radio audiences. Cans of Martinson's coffee will be awarded as prizes.

Francis Healy Gets Leave

Francis Healey, assistant to Wayne Randall, NBC director of publicity, has been granted a leave of absence to go to Hollywood, effective April 1.

COMING and GOING

DON WITHYCOMB, manager of WFIL, and BILL DOLPH, manager of WOL, were in town on business. Spent yesterday in a huddle with Fred Weber, Mutual's general manager.

JACK LATHAM, Young & Rubicam's spot time buyer, went to Pittsburgh last night for final conference with Gulf officials on the Gulf Spray radio campaign.

WALTER WHITE, president of Harkins & White, radio productions, San Francisco, is at the Hotel Governor Clinton in New York for a few days.

E. C. MILLS, general manager of Ascap, returns late today from trip to Coast.

DR. LEON LEVY, president of WCAU, is in town on a business trip.

HAROLD DANFORTH, manager of WDBO, is another station executive in New York.

BILL WILLIAMSON, manager of WKBN, and HARRY SEDGEWICK, manager of CFRB, are expected in New York today.

SIDNEY KAUFFMAN, WQXR's cinema commentator, has left the city to join the Walter Wanger outfit on the Coast, with a view to producing a series of short subjects. His cinema comments will emanate directly from Hollywood.

J. AARON FUCHS, comptroller for the Taplinger organization, is en route to Hollywood to assist in expansion plans.

W. R. TRACY, vice-president of the Hudson Motor Co., sails at noon today on the Manhattan for England.

TYRONE POWER arrived today from Chicago via United Airlines to appear on Rudy Vallee's program tomorrow.

MRS. RAYA GARBOUSAVA, concert artist of the St. Louis Symphony, sails on the Manhattan for England. MRS. VLADIMIR GOLSCHMANN, wife of the conductor, accompanies her.

GEORGE BEATTY returned from England the other day.

JERRY BELCHER, now in "Our Neighbors", has gone to Chicago to discuss contract with a tire company.

JOSEPH H. UHALT, president of WDSU, New Orleans, and P. K. EWING, vice-pres. and gen. mgr., have returned south after conferring with FCC in Washington, where they also visited NBC.

33 New W. E. Mikes Are Ordered by WOR

WOR has placed an order with Western Electric for 33 of its new "salt shaker" microphones. Order is said to be the largest received by WE for this type of mike. WOR, according to J. R. Poppele, chief engineer, has selected this type of microphone for use in its studios and remote pick-up jobs because of the utility of the equipment. It can be used either as a uni-directional mike or for mass pick-up.

Signs for NBC Thesaurus

WNLC, New London, Conn., has subscribed to the NBC Thesaurus. Renewals have ben received from KQW and WOW.



RE-SALE OF LICENSES ATTACKED AT HEARING

(*Continued from Page 1*)

ownership as well as trafficking or resale of licenses, a practice which he declared should be stopped since such licenses are many time sold for fees over and above their actual value.

"In light of evidence brought before the Appropriations Committee during recent hearings, it is obvious we are confronted with monopoly owned and controlled by the big networks, CBS, NBC and Mutual," Wigglesworth said, "and despite our legislation we have failed to wipe out private ownership."

Forty of the clear channels, Wigglesworth said, are owned or operated or controlled by members of big three. Of 2,500,000 watts less than 60,000 are given to independent stations, he said. And 97 per cent of the night time is given over to big three. In addition to this, he said, there were several states such as Utah, Rhode Island and North Carolina where not a single independent station was operated at night.

"The interest of independent stations is at stake," Wigglesworth declared, "for without adequate time and power they cannot operate. Furthermore there have been a great many stations acquired by newspapers and a question has been raised whether two mediums of public opinion should be under one control."

Hearings will be continued, although no definite date has been set.

Jack Block With New Firm

Jack Block, formerly of Columbia Broadcasting System, will head the radio division of the new press relations council and publicity firm known as Continental Press Association.

N. J. Plumbers on WINS

Newark—New Jersey Master Plumbers Ass'n will conduct an institutional campaign over WINS, running 13 weeks, six times weekly.

GUEST-ING

LUCILE WATSON of the stage hit, "Yes, My Darling Daughter," on George K. Arthur's Broadway First Nighter program tonight (WQXR, 6:45 p.m.).

BOB HOPE and TONY SARG, on Rudy Vallee's Royal Varieties tomorrow (NBC-Red, 8 p.m.).

MARY BOLAND on James Melton's Sealtest Saturday Night Party, March 27 (NBC-Red, 8 p.m.).

MILLS BROTHERS, in first American engagement since returning from abroad, on Leo Reisman's Schafer beer program next Sunday (WOR, 9 p.m.).

MITZI MAYFAIR, on Hammerstein's Music Hall, April 6 (CBS, 8 p.m.).

NEW PROGRAMS—IDEAS

"Jam" Sessions from Studio

Jam sessions have been done before, mostly on remote broadcasts, but WTMJ, The Milwaukee Journal station, brings the musicians right into its studios every Monday afternoon from 4 to 5 and they "go to town." The big attractions are nationally famous "name" bandmen who get together for a little "jamming" when they're in Milwaukee.

Typical of the kind of orchestras this program presents, the original Dixieland Jazzband, creators of "Tiger Rag," "Swing Mr. Charlie," and other famous numbers and featured recently over an RCA Magic Key broadcast, have been guests. Other top musicians and singers are invited to "turn on the heat" when they are in town.

Musicians all over Milwaukee and Wisconsin have become vitally interested in the way these bandsmen "swing out" on their specialties. No end of interest has been expressed in the vocalists and their singing of hot rhythm numbers.

The "Swingsters," featured WTMJ artists directed by Frank Werth, supplement the music of the guest stars. In this way, leading local musicians take a turn at putting on their own jam sessions. Meanwhile, cocktail parties are livened by the "jam," as wives about town practice the latest in swing when they're getting dinner ready.

"Answer Me This" on WARD

WARD, Brooklyn, is launching a new series of programs to be known as "Answer Me This," series is a social science program covering current events, economics, civics, government and other related subjects. The ability of the listener to answer the questions is challenged and he is instructed to jot down what he believes to be the correct answer as he hears the question read. Correct answers are given at the end of the program. Suitable for adults as well as for college and high school students. The subject dealt with is covered by twenty odd thought provoking questions asked by Bob Harris the Questionmaster. The program will be heard every Saturday evening at 10:30 p.m.

College Talent Series

"Varsity Varieties," utilizing talent uncovered at various colleges of northern California, made its debut Friday over KYA, San Francisco, and the CRS network. Program will be aired every Friday, 9:30-10 p.m. PST.

Participants in the first show came from the San Francisco State College. Walter Rudolph and the CRS Orchestra provided the musical background, with Will Smith as m.c.

Local Scrapbook on WDNC

Highly interesting and rarely known facts about things in general and the city of Durham, N. C., in particular constitute the basis for a new WDNC show featuring George Adams, who for some ten years has kept scrap-books and diaries of unsual happenings which he has seen or of which he has heard. The program is broadcast Tuesdays at 8:45 p.m.

Musical Weather Forecast

KFAB, Lincoln, has started a musical weather forecast. Stunt is to give the weather prediction by states, playing the state song ahead of each delivery. Lodged as Lincoln is within easy listening distance to Iowa, Minnesota, South Dakota, Missouri, and Kansas, it's a neat trick.

5th Ave.-Main St. Easter

On Easter Sunday NBC will broadcast the highlights of the Easter Parade on Fifth Ave., New York, and "Main St.," Sycamore, Ill., a town of 4,000 population.

Elsa Maxwell, Society's official hostess, along with Ben Grauer and George Hicks, NBC announcers will interview celebs along Fifth Ave., and Frank C. Dean, editor-publisher of the Sycamore Tribune, will talk at his end, over NBC-Red network, 12:30-1 p.m., under supervision of A. A. Schechter, director of news and special events.

More Sponsors on WHN

Washington State Apples, Inc., will sponsor a portion of the Ida Bailey Allen show every Monday, Wednesday and Friday over WHN. Contract runs for four weeks. J. Walter Thompson Co., N. Y., is the agency.

Barney Clothes, at present sponsoring a six-a-week one-hour program from 11 p.m.-12 mid., has added the Sunday night spot at the same time to its schedule, for nine months. Program is entitled, "Calling All Parties," and consists of recordings. Schillin Advertising Corp. is the agency.

CBS Contracts Wright

William Wright, heard on the Ford Motor Dealers program over CBS Tuesday nights, and who begins his own series of sustaining broadcasts today at 3 p.m. over CBS, has been signed to a two-year management contract by Columbia Artists, Inc. Wright began radio career at CBS station, KFRC, San Francisco, and came east with Al Pearce as a member of the gang.

New Gillette Song Book

Gillette Razor, through its agency, Ruthrauff & Ryan, is going to press with the second series of its Community Sing song book, ready for distribution in about three weeks. First volume had a distribution of about 300,000.

Guy Lombardo says
CARELESSLY
is the best song in years!
Norman Ellis Music Pub.
113 West 57th St. New York City

WLW'S WEB A REALITY; WFIL, KQV ARE IN IT

(*Continued from Page 1*)

programs and a wire from WHN to RCA Victor studios will further facilitate the recordings for various purposes including auditions. Cost of wire to agencies for audition purposes will not entail more than $30, and this will again aid both WLW individually and the affiliated outlets as part of the web.

Transamerican Broadcasting & Television Corp., which is the sales organization for the network, is lining up the commercial aspect and becomes the medium of a link between Warner Bros. Pictures and Metro-Goldwyn-Mayer movie talent. Since the Transamerican head, John L. Clark, is heavy on television foresight, this angle is expected to be more than a mere indirect tie-up within the next year or two.

Frank N. Smith, commercial manager of WLW, now in town, will remain for another week in connection with the web and other WLW details, working out of Transamerican offices. From the WLW angle, it gives this big watter a psychological playup and place in the New York sun wherein it can more or less control the situation.

According to unofficial WLW sources, there is no intention at present to branch out westward, unless in the future a good prospect arises and on a profitable basis—that is—avoidance of excess wire costs. Wire to New York runs through Pittsburgh and Philadelphia anyway and entails no additional costs to plug in KQV or WFIL, etc.

Situation regarding Mutual will remain as is, in so far as WLW is concerned. There is no intention of disturbing the arrangement unless Mutual does something along this line. Understood that WOR has too much time sold for clearance that would give WLW control of the situation as it has in the WHN tie-up, and also allow for Transamerican to handle the sales.

Donald Withycomb, who returned to Philly from New York late yesterday, told RADIO DAILY over long distance that some details of the hookup hadn't been worked out yet, but that WFIL had been invited to join the plan and was standing by, willing to cooperate in any way that would not conflict with its Mutual or NBC Blue affiliations.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

Chicago

"Springtime in Paris," written by Lora Standish of New York, will be Friday's drama of the week on the "Behind the Camera Lines" program over WGN, Chicago.

Teamed with Milton Charles, veteran theater organist, Kaye Brinker, stage actress and monologist, makes her radio debut as star of her own program, "A Lady Lives," over WBBM, Monday, 6:30-6:45 p.m. CST. They will be heard Mondays, Wednesdays and Fridays.

Russell Pyle, tenor on "Hymns of All Churches," a WBBM-CBS chain broadcast, was operated on for appendicitis.

Jack Baker, NBC Breakfast Club tenor, doing a personal appearance at the Chicago Theater this week.

Fibber McGee and Molly will do p. a. in Kankakee and Streator, Ill. on April 3 and 10, respectively.

Edgar A. Guest, who with Frankie Masters ork, will headline a new series "It Can Be Done," starting April 6 at 7:30 p.m. CST over the NBC-Blue net, will continue commuting between Detroit and Chicago for the shot. New show replaces "Welcome Valley" series and will be heard at the same time over same stations with Household Finance as sponsor.

Chicago Symphonic Hour for March 26 edition will feature Ruth Lyon, Lucille Hudiberg, Charles Sears and Reinold Schmidt.

Lucille Long, contralto warbler of the Alka-Seltzer Barn Dance, to Florida for vacash.

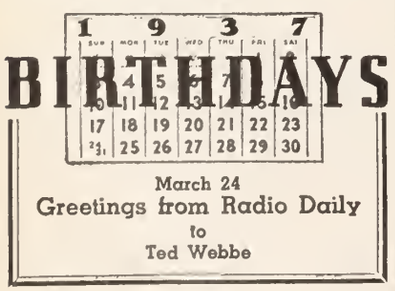
Glen Welty, Barn Dance maestro, off to Biloxi fishing waters.

Kay Chase, who writes WGN and MBS "Painted Dreams" and CBS "Romance of Helen Trent", off to Florida for well earned respite.

Al Williamson, NBC press head, off to Texas for a fortnight.

Tyrone Power Jr. in town looking over radio studios.

"Smiling" Ed McConnel started something when he flew a number of Chi radio writers up to Royal Oak, Michigan, last Sunday for a parlor broadcast from the Charlevoi home. Most of the air scribes were to be in Waukegan yesterday for the Jack Benny celebration.



MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Louis Armstrong signed a contract yesterday afternoon to head a musical-variety show with his band....Carl Hoff, who fades on "Hit Parade" Saturday night and immediately thereafter opens at the Biltmore replacing Horace Heidt, also is set for the Standard Oil of Indiana series starting in May in the midwest, with McCann-Erickson as the agency.... Nick Lucas has also been renewed for 13 weeks on the Ford show....Gertrude Berg's option has been picked up for another picture for Bobby Breen. Besides writing the original story, she'll assist in the direction. "Make A Wish" is her first....Mary Eastman is also set for the Rubinoff transcriptions....Songwriters Fred Coots and Benny Davis have been set for Universal pictures....The Marx freres won't take to the air until next fall....After two and a half years of sustaining, Singer Larry Taylor is finally being considered by the agencies.**

● ● ● *Wes Hingley, CBSlinger for Boston's WEEI, was in town and had a "busman's holiday" appearing on NBC's "Vox Pop" airwaver....Dick Ballau will shortly bow with "whispering swing".... Tommy Dorsey will be aired from Louisville during the Kentucky Derby....Jimmy Lunceford will go to the Meadowbrook shortly.... Harlan Eugene Read will be aired via BBC, May 5....Bob Wells, radio press agent and songwriter, is the new managing editor of "Police Gazette"....Phil Duey, after being renewed on the Phillip Morris show 14 times, is seriously considering a vacation.*

● ● ● **Ralph Wonders will do the radio bookings for the Great Lakes Exposition in Cleveland this year....Jane Froman has been hearing the call of the Holly-wilds and may return to do another picture....Earle Ferris claims that he's losing friends because they have been swiping Dale Carnegie's book "How To Make Friends" from his office....Phil Cook is auditioning two shows for the nets....Jerry Blaine's vocalist, Phyllis Kenny and his brass-man, Joe Livingston, sit around between numbers figuring if two could possibly live as cheaply as one!....Elisea Grenet, composer of "Mama-Inez" which gave him the title of being the "Irving Berlin of Cuba" is now at the Yumuri club....Billy Glason can't figure out why people are panning his programme inasmuch as he threw a script into a fire and the flames roared!**

● ● ● *Victor records are going into an extensive exploitation and advertising campaign after signing Countess Olga Albani for the first of the new series....Carlton Morse has written more than 1,900,000 words in the story of "One Man's Family"....Swing sessions will be held Sunday afternoons at the Hickory House with Joe Marsala and his band also guest swingers....Ernie Holst has been offered a job in Paris for the summer....WOR has so many "Jerrys" that Dave Driscoll, one of the two announcer-interviewers, has no end of trouble convincing people that his name's still Dave and definitely not JERRY....Vincent Richards will be at mike for the Tilden-Perry tennis matches aired from Madison Sq. Garden over WHN tonight and sponsored by Adam Hats.*

● ● ● **Lois Bennett replaces Natalie Bodanya on Frank Munn's Monday night show!....Listerine bought time but no show as yet!....Frances Langford will be off the Hollywood Hotel show Friday and Shirley Ross will pinch-hit...**

Los Angeles

HEAVY and unseasonable rains washed away a lot of the Easter season radio campaigns which have been a single-station revenue, as milliners, clothing business and others who habitually put on programs this year saw slim chances of selling white hats, summery spring outfits.

Mary Garvin, assistant to Paul Rickenbacker at CBS, will join the Robert Taplinger organization as office manager this week, taking the place of Virginia Lindsey, who joins the staff of Dave Carter, CBS publicity chief on the Coast.

Funeral services were held yesterday for Ben Crose, 60, West Coast manager the past five years for Radio Transcriptions Co. of America. Crose died suddenly in Portland, Ore., Friday, while on a month's trip through the Northwest, contacting stations. C. C. Pyle, president of the company, has been on the west coast for the past year, and will take over on Crose's place until decision is reached as to successor.

Manhattan Soap Co., through Milton Weinberg agency, is contracting for a series of quarter hour spots on NBC red net on the coast for a Sweethearts Soap campaign. Nature of the program, and whether it will go weekly or twice weekly, not decided. Starting date, April 16.

Charley Hamp, on Orange net for Dr. Straska's Toothpaste, is dramatising his long time theme song, "Me and My Shadow," engaging a real live shadow, to play banjo with his program. Banjoist is colored.

Dick Foran, Warners' cowboy star, will be vocalist with Burns and Allen when their new NBC-Red show starts April 12, with Ray Noble's ork.

ANNOUNCERS

JACK PARR, 19 years old, is the latest addition to the announcing staff of WCAE, Pittsburgh. He previously served at WIBM, Jackson, Mich., WIRE, Indianapolis, and WKBN, Youngstown.

CARLTON KaDELL, announcer for Amos 'n' Andy, will be the narrator of a forthcoming travelogue to be released by General Studios of Hollywood. It's a four-reeler dealing with Boulder Dam.

ED WHEELAHAN who has been announcing for WSMB, New Orleans, comes very nearly getting the distinction of being the oldest radio announcer in the city from a steady service angle. Wheelahan opened with the station 12 years ago, announcing and singing an inaugural program of songs.

CHARLES NEVADA, veteran sports newspaper man who recently switched from the printed page to radio announcing on WTMJ, the Milwaukee Journal station, is creating quite a following. His broadcasts are titled "The Last Word in Sports," aired between 10 and 11 p.m.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

WHEN Lila Carmen deserted the Congress in Chi, Kay Weber stepped out of the orchestra into the limelight as vocalist....the gal's piling up four to six encores after scheduled selections.... Sheila Barrett a bet to go on the Rudy Vallee program April 8....Little Mary Eastman (Pet Milk vocalist) is entering the glamor sweepstakes....She does it by looking top-notch, and goes RKO screenie very soon.....When Prunella Woods, King Features ed., made all those pretty presentation speeches to the most fashionable fillies, she'd no idea she was air-bound....she found out after awards had been made....Yolanda and Veloz are back in town, rehearsing with Eddie Duchin for the April 1 Plaza premiere.... And what, some of us would like to know, will Portland Hoffa do if Fred Allen makes good his thrice-voiced threat not to return to the airena for a long, long time, despite scheduled October repeat?....Lucille Watson, who treads the "boards" in "Yes, My Darling Daughter", to be George K. Arthur's guestar Wednesday at 6:45 over WQXR....That station goes very Left Bank with Eleanor Barnes, most perfect all around artist's model, and Leonard Wangro discoursing on "Strife on the Art Front"....

▼ ▼

Nila Mack of Columbia resting from excessive work, among the posies and livestock, for a few days.....When WOR broadcasts finals of the Eastern Intercollegiate Chin Golf Championship on April 3, 6:15-6:30, will the chin golf widows sit on the mourner's bench?....And what about a "Hole in One Club" for too-successful users of the straight-edge variety?.....

▼ ▼

Radio Rows, Helen Hayes, sponsored a genteel brawl Monday P.M. for the "Bambi" cast et al.....The Piccadilly Circus Bar will be the scene of another, to be tendered Marka, hand analyst, to be spotted there for an indefinite period of time, and soon to be aired....Thursday evening's radio row will be in honor of the Canovas, Judy, Anne and Zeke, who go coast-ward to pix-make, with Judy signed to play comedy lead opposite Jack Benny....Another guest of honor will be Durelle Alexander, on account of she's just been signed by CBS....The Chicken Koop will be scene of the festivities and lots of radio's lads and lasses will be there.

RADIO PERSONALITIES

• *No. 17 in the Series of Who's Who in the Industry* •

J. R. POPPELE. Chief engineer of WOR. Also a member of the board of directors and secretary of the Bamberger Broadcasting Service, owners of the outlet. Holds a record in point of service, having started with WOR four days before it went on the air February 22, 1922. He prepared the 250-watt transmitter for the station's debut. Since that time he has fathered the engineering and technical developments of the outlet continuously, bringing it to the point where it became a high fidelity 50,000-watter. His department is considered one of the most efficient in the country and his advice is constantly sought from many quarters. He is technical adviser to the Police Radio Survey Commission of New Jersey, which is only one of such connections, primarily a service to the community. Born within sight of the transmitter he zealously guards. He started his career as radio operator on commercial ships and U. S. Army transports. Actually, his radio schooling began at the age of 14 when he operated his first spark coil set of 1912 vintage. Studied electrical engineering at Newark Tech and Penn State.



BBS 50,000 Watter Is His Baby .....

Repeating "100 Years"

Dramatization of Philip Guedalla's "Hundred Years", originally broadcast Jan. 31 will be repeated April 4, 10-11 p.m., over the NBC-Red network, because of urgent audience demand. The script is by Wellbourn Kelly. Richard Gordon is the narrator.

"Czech Revels" Year Old

Fort Worth—"Czech Revels," broadcast every Sunday at 2 o'clock by KTAT, celebrated its first anniversary Sunday. The program is devoted to Czech, Bohemian and Slavic music exclusively and is the only local aerial show that makes announcements in two languages, English and Czech.

ORCHESTRAS-MUSIC

MILLS MUSIC is concentrating on Sid Phillips' two latest effusions, "The Night Ride" and "Escapade", the second of which has not yet been released. Phillips is the Britisher who's become noted for his "tone poems in swing".

Roy Music Co. Inc. change their quarters on or about April 15. They will occupy the offices in the Brill Bldg., formerly headquarters for Major Music Co. Announcement emanates from Nat Margo.

Erno Rapee will conduct the Newark Symphony Orchestra, effective sometime in June, for the third consecutive year.

Ted Lewis is in the throes of rehearsal and opens at the Shubert house in Newark next week.

The Casa Loma outfit celebrated their seventh anniversary Sunday night with a party at the N.Y.A.C.

Seger Ellis and his boys, with Irene Taylor as featured vocalist, have been signed by Rockwell-O'Keefe Inc. and are on the West Coast awaiting the naming of spot at which they'll make music.

Mark Warnow pinch-hits for Carl Hoff Saturday on the Hit Parade, with "This Year's Kisses" leading as No. 1 tune. Warnow will sponsor party in honor of Lord & Thomas after the broadcast on Saturday.

Joe Reichman and his band are airwaved three times weekly over NBC from Los Angeles. They'll dispense swing at the Cocoanut Grove for four weeks, then move to the Fairmount in Frisco.

The new Consolidated Radio Artists-WINS series will feature transcriptions.

The Raymond Scott Quintet, aired on the CBS Saturday Night "Swing Sessions", have just recorded "Twilight and Turkey" and "Minuet in Jazz" for release April 1st and 15th. Recordings were cut by Master Records.

Another first time in the history of radio occurs when an ensemble of harpsichords is presented over the NBC-Blue network (with the exception of KGO) Wednesdays at 7:15 p.m. in a series by the Manuel and Williamson Harpsichord Ensemble of Chicago, effective March 31.

Joe Villella of the "recording" Villellas in Pittsburgh vocalized with the Joey Sims ork Monday night at 8:30 p.m.

Moe Jaffe, whose musical aggregation is heard from the Ben Franklin in Philly, over WIP-Intercity, has had his Ascap rating raised to Class B, in recognition of his tunesmithing for the Mask and Wig shows, notably the "An Apple a Day" ditty.

SELLING THE STATION

Kids Join Safety Club

WCSH, Portland, Me., is meeting with unusual success with its children's programs that are broadcast during the early morning hours rather than the afternoon, according to Weed & Co., station reps. Program sponsored by A. E. Barnard on this outlet is heard daily at 7:45-8 a.m., serving the purpose of attracting the juvenile audience desirous of hearing the early-bird kiddie yarns and musical feature. The Safety Club, one feature of the quarter-hour period, already has 5,000 members. Joseph J. Weed, head of Weed & Co., believes this is an angle worth looking into by stations wishing to sell more time during the early a.m. periods.

New Biz at WIP

Philadelphia. Recent newly signed business at WIP includes:

Chrysler Corp., through Anderson agency, six spot announcements weekly; Women's Christian Temperance Union, 8 weeks of quarter-hour lectures weekly; E. P. Reed Co. (shoes), through Geyer, Cornell & Newell, 10 weeks of quarter-hour weekly ET; Nixon-Grand Theatre, 8 weeks, 2½ hours weekly, remotes; Saul Gwirtz, (jewelers), two spots weekly; Spatola Importing Co. (wines), through Adrian Bower agency, three spots weekly; Hackney's Restaurant, participation in WIP Homemakers' Club; Tappins, Inc. (jewelery), through Schillin Agency, two time signals daily.

WNBH Movie Name Contest

New Bedford, Mass.—"Household's Hollywood Highlights", Tuesday and Thursday 6:30 to 6:45 p.m. movie news program, is conducting a mammoth scrambled movie name contest on WNBH for ten-week period with prizes in furniture aggregating over $500. This is biggest local contest ever conducted over WNBH.

"Nosey Reporter" Renewed

Admore, Okla.—"The Nosey Reporter," street interview program over KVSO, has been re-signed for a year by the Ice Service Co., sponsor for the last seven months. The program, which has been aired for 19 months, comes from Main street in Ardmore. Present sponsor is a beer and soft drink distributor.

ON THE RADIO DAILY

WARREN & DUBIN'S GREAT HITS
FROM "MELODY FOR TWO"

SEPTEMBER IN THE RAIN
MELODY FOR TWO

REMICK MUSIC CORP.
RCA BLDG. NEW YORK CITY

COMMENTS
On Current Programs

John Nesbitt

Reasons for the high popularity of "Passing Parade" in the west, and why it is catching on fast in the east, become more evident with each new offering by John Nesbitt over the NBC-Red network at 7:45 p.m. Mondays and Tuesdays. This fellow Nesbitt has a good faculty for taking well-known personages and events and giving them a fresh interest. Monday night's personality highlights were Victor McLaglen, who has had a colorful career as soldier, fighter and movie star, and Gabriel D'Annunzio, Italy's poet, soldier and great lover. An item on the men who make spring fashions also was sandwiched in. But it was the McLaglen and D'Annunzio sketches that stood out, chiefly because of Nesbitt's brisk dramatic handling.

Lux Theater

"Death Takes a Holiday," put on by Lux Theater of the Air over CBS on Monday night, did not carry illusion and conviction in its air version, despite a good cast including Fredric March, Florence Eldridge, Kay Johnson, Arthur Byron, Gene Lockhart, Blanche Sweet and others. As fantasy, it lacked the effectiveness of the visual version, wherein the important character of Death enjoyed the advantage of costume and makeup that distinguished it at all times from the other characters. In the air version, however, the dependence on sound alone nullified the important visual requisite that gave the drama its full force.

Nash Speedshow

Grace Moore, making her debut as the star of the Nash Speedshow over the CBS network on Saturday at 9 p.m., gave the program an upward push with her vocal excellence. Vincent Lopez continues to provide the musical background in his polished style, while Floyd Gibbons remains at the announcing helm. The Gibbons type of announcing sounded a bit discordant for a singer of the Grace Moore type, but otherwise the program was a pronounced hit.

Corn Belt Sport

WMT, Cedar Rapids-Waterloo, member of the Iowa web, has signed a contract with an Iowa farmer who will measure the growth of his corn day by day to the fraction of an inch and report his findings to the station where each day's results will be aired.

Same farmer reported the growth of his corn last season for a local sheet, but WMT beat them to the draw for this year and signed the corn-checker-upper. Much local interest has been built around this stunt in the past, with pool hall boys following the growth of the corn as closely as the ponies.



"MASON AND DIXON"

Sustaining
WMCA-Intercity Network, Tuesdays, Thursdays, Fridays, 10:45-11 a.m.

GENIAL PROGRAM OF HOMELY MUSICAL AND POETIC MATERIAL.

For a little genteel entertainment along about the middle of the morning, this program put on by a couple of genial southern gentlemen does all right. One of the boys, Bob Mason, is a vocalist and violinist with a flare for ballads, hymns and poetical recitations. The other member of the duet, George Dixon, accompanies. Dixon is an author-composer and writes an original poem for each broadcast, besides preparing continuity. The program holds to keynotes of cheer and inspiration, calculated to help housewives keep in good humor while doing their morning chores.

"WE ARE NOT ALONE"

Sustaining
NBC-Blue Network, March 22, 9:30-10 p.m.

FAIRLY SUCCESSFUL ADAPTATION OF NEW JAMES HILTON NOVEL.

Though the result was not as successful as might have been expected from a new novel by the author of "Lost Horizon," the airing of "We Are Not Alone" as adapted by Welbourn Kelley was a worthwhile effort. Story is about a middle-aged English doctor who has a tragic romance with an injured German dancing girl. Good characterizations marked the radio version, although some of the tense drama and tender sentiment suffered by the condensation into a half-hour of space. According of additional time to such dramatizations would vastly enhance their entertainment values on the air.

Ave Maria Players in "THE PASSION PLAY"

Sustaining
WMCA-Intercity Network 6:30-7 Sundays and 8:15-8:45 a.m. daily through March 28.

EASTER WORSHIP DISK SERIES WITH EXCELLENT CAST AND MUSICAL BACKGROUND.

These of eight consecutive daily broadcasts, recorded by Brinckerhoff with Donald Peterson as producing director, not only make a fitting series for Easter observance, but an unusually good cast of players was recruited for acting personnel. Among them are Lee Patrick, Helen Spring, John Wheeler, Eddie Marr, Wilmer Walter, William Crimmins, James LaCurto, Roslyn Silber, Winnifred Tommey, James Marr, Erik Walz, Helene Dumas, Linda Carlon, Fred Baron, Rena Craig, Billy Redfield, Jean Thompson, John Parrish, Perry King and Stanley Whitman. Initial program went on last Sunday and the series ends next Sunday. The dramatizations, as written and acted, carry a profound religious note.

In connection with the broadcasts, an attractive 40-page illustrated souvenir program has been issued. It contains the text of each day's episode.

"WILL WRIGHT, VICE-PRESIDENT"

Sustaining
CBS Network, Tuesdays and Thursdays, 3-3:30 p.m.

GOOD VARIETY PROGRAM WITH STAR TALENT LINEUP AND NICE VEIN OF HUMOR.

With a fine array of talent, a brand of easy humor that is somewhat of a relief from the usually pounded out comedy, and good continuity, this new variety show is a welcome afternoon visitor. The program is amiably piloted by Will Wright, who announces Al Pearce's "Watch the Fun Go By" program and also appears in Phillips Lord's "Gang Busters". The "vice-president" tag is adopted by Wright in a nonsensical vein, as applied to a man who has nothing to do about things.

Among departments of which he is v. p. for fun's sake are the "What Do You Know About That", the "Department of Pertinent Questions" (such as, should a husband account to his wife for the money he spends, with listeners invited to write in pro or con), "I See by the Papers" in which Zeb Wright of Gold Gulch participated, and "Department of Other People's Business", wherein a straight note was introduced in the person of Capt. Stein of the Missing Persons Bureau.

Fine musical background for the program was provided by Freddie Rich's orchestra. Vocal soloists included, Ruth Carhart, who sang "Little Old Lady", and Jack Shannon in "May I Have the Next Romance With You".

3 New Shows on WROL

Knoxville—"Movie Calendar", new series sponsored by Chapman Drug Co., with a tieup involving passes for local movie theaters, opened last night on WROL.

"Health Spot", educational featurette on behalf of Health Spot Shoe Store, started Sunday.

Hub Department Store is sponsoring a rebroadcast of "Pleasant Valley Frolic" from WLW, Cincinnati.

Von Zell Clicks as Scribe

Harry Von Zell stepped into the breach on Sunday and established a reputation for himself as a script writer. Jack Benny's inability to appear as guest artist on the Stoopnagle & Budd program left a hole in the broadcast which Von Zell volunteered to fill with a mystery script called "Murder in Honk Street." It clicked and the sequel will be presented on the March 28 broadcast.

Coming Events

Today: Columbia Broadcasting System stockholders' meeting, New York.

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

April 6: Radio Corp. of America annual stockholders' meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

New Biz on WFMD

Frederick, Md.—"Leesburg Salute", a series of 2-3 p.m. Sunday commercials, has gone on the air at WFMD. Leesburg merchants are the sponsors, with Bob Longstreet, WFMD program director, handling the show.

Schmidt Baking Co. of Baltimore next Monday starts a series of three weekly 15-minute transcriptions over WFMD.

Crosley dealers in this vicinity will air a 6:30-7 a.m. show, thrice weekly, starting April 1. This program will be rebroadcast from WLW, Cincinnati.

3-Way Easter Hookup

WMBH, Joplin, Mo., has arranged a three-way hook-up for a broadcast of special Sunrise Easter Services in three nearby communities, the period being sponsored by the Empire District Electric Co., purely as institutional advertising. Schedule includes a period of 6-7:30 Easter morning, with technicians and announcers present at the three widely separated services. Descriptions of the scenes will be worked in by the announcers, but cooperation with local program directors has made it possible for the entire broadcast to be handled as one Easter program.

UNSOLICITED

International News Service

235 East 45th St., N. Y. C.

Incidentally, I enjoy reading your paper very much. You are handling your news in a very interesting fashion, making it extremely readable.

B. A. Ely,
Promotion Manager

Pittsburgh Post-Gazette

Pittsburgh, Pa.

My sincere congratulations upon the fine showing of RADIO DAILY and the excellent service you are rendering the radio industry!

RADIO DAILY has become as regular with me as my breakfast and it really contains much nutriment for the day's work.

You have hit upon a grand idea and you are doing a grand job.

Darrell V. Martin.
Radio Editor

WBIG

Greensboro, N. C.

I might say that RADIO DAILY is the only daily paper to which we hold a subscription. I think you will go places with this paper.

Major Edney Ridge,
Managing Director

KVOR

Colorado Springs, Colo.

Everybody at KVOR enjoys RADIO DAILY a lot. There's a fight to get to it first and we think you've got something!

Wauhillau LaHay,
Program Director

WLW

Cincinnati, Ohio

I have looked over your publication, dated February 24, and like it very much. Particularly was I impressed with your snappy paragraphs.

Bill Bailey,
Stations WLW-WSAI

KFYR

Bismarck, N. D.

I have just been reading in your column "Looking On and Listening In" appearing in the February 24th edition of RADIO DAILY the editorial concerning studio audiences. I heartily agree with your viewpoint.

Meyer Broadcasting Co.
Dick Burris

WFMD

Frederick, Md.

I think the Radio Daily is the finest magazine of its type ever published. May it continue in success!

Deane S. Long,
Radio Station WFMD,
Frederick, Md.—900 Kilocycles—500 Watts

SUBSCRIBE NOW

to the fastest growing publication devoted to Radio and Television

RADIO DAILY
1501 Broadway, N. Y. C.

Gentlemen:—

Please enter my subscription to RADIO DAILY for one year.

Name..... Title.....

Company .....

Address .....

☐ BILL ME ☐ Check Enclosed

Charter Subscription Price $5.00 (Foreign $10.00)

WFLA AND WSUN SEEK SEPARATE OPERATION

(Continued from Page 1)

operate on specified hour schedule, WFLA being heard unlimited Monday, Wednesday and Friday, share time with WSUN Sunday. WSUN will operate on unlimited time basis Tuesday, Thursday and Saturday, sharing time Sunday. At present, the stations are members of the NBC Southeastern group.

Program Details Set On Final Ford Shows

(Continued from Page 1)

gene Ormandy has been selected to conduct final eight programs this year. N. W. Ayer & Son is the agency.

WRC-WMAL Promotions

Promotions in the engineering staff of WRC-WMAL, Washington include R. L. Terrell to senior control engineer, succeeding D. H. Cooper, who becomes operating supervisor. D. A. Ullman has been advanced to junior control supervisor. J. A. Bissell formerly with NBC and WOR, has been added to the staff.

George Vandell Joins BBD&O

George Vandell, formerly with WHN and WMCA, has joined the production department of Batten, Barton, Durstine & Osborn's New York office. Vandell, who has also written for the NBC "Grand Hotel" series and other programs, will handle both continuity and production in his new position.

Boissevain in Night Spot

Eugene Boissevain, who for several weeks has had an NBC morning spot, goes on the air over the NBC-Red Thursday evenings, 7:45-8, in a program called "Millstones and Milestones," starting this week.

New Show for Horlick

Harry Horlick, A. & P. Gypsies maestro, who boasts he's been on the air longer than any other ork leader, will be featured in a new commercial in seven or eight weeks. The show will be of the variety order.

Swanecamp Joins NBC

R. J. Swanecamp, formerly with Grantland Rice Sportlights (Shorts) has joined the NBC engineering staff as a studio engineer. R. R. Davis of the same staff has been transferred from the field to television.

ONE MINUTE INTERVIEW

E. P. H. JAMES

"Broadcast advertising is like a solo, played on one instrument. Broadcast merchandising is like an orchestral selection in which all of the instruments of advertising are used and in which broadcasting carries the theme, or melody."

Cross-Country Chat

CHARLES LA TORRE, actor of many parts and talents, is a new member of the already excellent "Follow the Moon" cast headed by Elsie Hitz and Nick Dawson, heard at 4:30 p.m. daily over the NBC-Red network. The Woodbury-sponsored serial is approaching its 60th episode and going stronger than ever.

Billy Glason's complete cast for the Sunday 2 p.m. variety show on WMCA now includes Howard Doyle, announcer and straight man; Carl Fenton and his music; Lillian Barnett, blues; Wilson Lang, ballads; Dick Porter, swing and piano; Paula Smith, disturbances; Stubby Kay, characters, and Glason himself as m. c.

Bob Harris, program director of WARD, Brooklyn, is building up quite a following with his "Fistic Parade" broadcast on Tuesdays at 4:30 p.m. Noted boxing performers and others already interviewed include Kid Chocolate, Abe Simon, Mike Belloise, Harry Balsamo, Bernie Friedkin and the champ runner Joe McCluskey. Nat Berg, newspaper columnist, assists Harris. Among listeners are many school kids, who send in questions to be answered on the program.

Norman H. Warenbud, formerly freelance announcer on metropolitan stations, has joined the staff of WLTH, Brooklyn, as Special Features Director. He will also handle part time announcing for the station.

N. N. Davidson has been taken from the production department at radio station KLZ, Denver, and made publicity director.

Sedley Brown will be 50 years old on March 27 and a week later his "Husbands and Wives" program, heard on WJZ Tuesday nights, will be two years old.

The committee for the Professional Music Men's Benefit announces that radio will have distinguished representation at this year's benefit, to be staged April 11 at the Alvin Theater.

Milton Berle, Sunday night WABC comedian, now making "New Faces of 1937" for RKO, a musical with radio personalities, will probably be signed by Mervyn Leroy for the lead in Warner's "The Crooner." Berle's scripter, Irving Brechman, has already been hired to write the dialogue.

Andy Devine and orchestra leader Phil Harris will rejoin the Jack Benny cast as they welcome the comedian back to Hollywood during the Easter program with Mary Livingstone, Kenny Baker and Don Wilson over the NBC-Red network on Sunday.

Bill Morrow and Ed Beloin, Jack Benny's scripters, have an agreement with the comedian whereby they get a bonus everytime he wins a popularity poll. The latest top honors came through a survey conducted by WTMJ in Milwaukee, and Morrow and Beloin got their extra dividend this week.

Governor Hoey of North Carolina will talk over the air Saturday evening at 7:30 on the accomplishments of the legislative session. The program will be keyed to WDNC, Durham, and a statewide net by WPTF, Raleigh.

Irving Reis, who authored the dramatic fantasy presented over CBS last Sunday at 7 p.m. by the Columbia Workshop, has been receiving numerous congratulations on his excellent writing job.

"The WFMD Barn Dance of the Air," presented from the stage of historic Winchester Hall, Frederick, Md., and emceed by John Newhouse since its inception over a year ago, draws talent from as far as 92 miles around, rain or shine. It is one of the outstanding eastern shows for rural audiences.

Dr. George Wood Clapp's "The Dentist Says" broadcasts on WMCA-Intercity are now used regularly by more than 6,000 school classes as part of their school health education work. Schools unable to bring the broadcasts in on radio receivers get transcriptions of the programs each week for use in the classrooms.

Dr. Roger Conant, back in Philadelphia after a tour of European zoos, has resumed his "Let's Visit the Zoo" chats over KYW.

"Ern" Westmore of the famous Hollywood group of makeup artists on Monday began a weekly beauty hint series called "Hollywood in Person" over the NBC-Red Pacific Coast network. KGW, Portland, and KOMO, Seattle, joined the network for this program. KPO, KFI and KHQ are the others.

Jack Johnstone, author and director of the former Buck Rogers scripts, has prepared a new series of script shows, "Deep Universe," and is approaching advertisers with idea.

Harry Butcher of the CBS Washington contingent is nursing a bad case of flu in Florida.

"The O'Neills," NBC drama of family life, has just been signed to make records in album form. Each album will contain twelve waxings depicting an entire episode.

STATE RADIO CONTROL ASKED IN GEORGIA BILL

(Continued from Page 1)

three citizens named by the governor. Stations acquired by the state would be operated direct or leased out. Measure also requires giving air time to a certain number of public service programs.

WGST, CBS Atlanta affiliate, is now under lease to Southern Broadcasting Co., in which Sam Pickard, former CBS vice-president in charge of station relations, owns controlling interest. It is with this company that CBS has its contract. It is claimed by the State of Georgia that WGST was leased to Pickard without the permission of the state legislature which is contrary to the law. To date CBS has not taken any sides in the question but it is understood that whatever the outcome of the current snarl CBS will have the Atlanta outlet as an affiliate. The whole question may wind up in the courts.

Spring Business Boom At WPTF, Raleigh, N. C.

(Continued from Page 1)

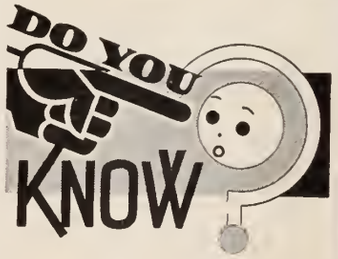
to thrice weekly quarter-hour; Nehi, "Jack Dempsey" disks, and Chevrolet's "Musical Moments" twice weekly. B. C. also is seeking an original idea to add to its nightly Sports Review.

INS Service for WFOR

Hattiesburg, Miss. — Several news broadcasts a day, together with interruptions for hot flashes and bulletins, have been inaugurated by WFOR here, using International News Service.

Craig to Coast for Talent

Walter Craig, producer of both the Rubinoff-Chevrolet program on CBS and the WBS disks, will leave for Hollywood on April 1 to line up guest artists and an announcer for the CBS program which will originate from the movie center beginning April 18.



Licensed radio sets in Australia now total nearly 888,000, an increase of 117,000 in the past year.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 32 | NEW YORK, THURSDAY, MARCH 25, 1937 | FIVE CENTS

Three Stations Join NBC

Looking On
.... AND LISTENING IN

SPONSOR AID An unusually fine spirit is being displayed by both the small stations, the big ones and the networks in cooperating with sponsors so that the maximum of value may be obtained from commercial programs.

The extent of this supplementary aid on the part of the broadcasters, if developed a few steps further, will help greatly in eliminating various small irritations that now mar many a good air show.

Such as unpropitious station breaks at a suspenseful point in a dramatic playlet, interruption for station identification just as a comedian is nearing the climax of a funny yarn, reading of unconvincing testimonials, the insipid theme songs, and a few other obvious annoyances.

And speaking of songs, it would help musical programs considerably if announcers, masters of ceremonies and orchestra leaders dispensed with the long and sometimes supposedly smart introductions of the various numbers.

Popular music can speak very well for itself.

•

SOUP JUMPS Reporting that sales of Campbell soup hit an all-time high in the first two months of this year, Advertising Manager Harry F. Jones of the Campbell Soup Co. said that soup consumption was "greater than expectations desipte the mild winter in the east."

Our analysis is that, although the eastern weather may have fallen down in providing the seasonal amount of soup-eating inspiration, the program of "Hollywood Hotel" more than made up for the deficiency by the better soup-selling entertainment programs it has been putting on the air for its sponsors. Not forgetting the Campbell's tomato juice sale promotion by Burns & Allen.

Many Early Risers

WQXR's experimental series of before-dawn broadcasts, which occur one week a month and are intended to test the effect of sunrise on the long distance transmission of its 1550 kilocycle wave, has produced one result that was not anticipated. Letters from listeners-in have been swamping the station, proving there are numerous early risers in radio audiences.

217 CONTESTS-OFFERS USED ON CBS IN 1936

Fifty-two sponsors used 217 contests or offers on their CBS radio programs in 1936, it is disclosed in a CBS summary of all contests and offers made over the network last year. Of the 217 total, 163 were offers and 54 contests. Remington Rand used the most inducements on CBS through its "March of Time" program with a total of 22; General Mills came second with 18; Pet Milk, 14, all offers; H. J. Heinz, 11, Colgate-Palmolive-Peet, 10.

Offer requirements ranged from no proof of purchase to $38.75 for a

(Continued on Page 8)

6 New Commercials Are Signed by WNEW

Six new commercials have been set by WNEW sales department so far this week. They are:

Universal Air Conditioning & Refrigeration, Sundays for 39 weeks beginning April 4, 15-minute musical program. Aetna Advertising Agency has the account.

Hennafoam Corp., spot announce-

(Continued on Page 4)

Father Coughlin Ends Mutual Series April 18

Father Charles E. Coughlin on April 18 will terminate his Mutual network program, Sundays, 3-4 p.m., with repeat 8-8:30 p.m., it was reliably reported yesterday. WMCA in addition to WOR broadcasts the

(Continued on Page 5)

WLEU, Erie, and WRTD, Richmond, Go to Blue Network—KANS, Wichita, Will be Optional Outlet

Cavalcade on WCHS

WCHS, Charleston, W. Va., will be added to the CBS-Du Pont Cavalcade of America program on March 31. Program is heard Wednesdays, 8-8:30 p.m. Batten, Barton, Durstine & Osborn Inc. placed the account.

82.6% OF NBC CLIENTS WERE REPEATERS IN '36

NBC's 1936 advertisers who had previously used time on NBC networks amounted to 82.6 per cent and accounted for 97.5 per cent of NBC's total revenue for the year, according to figures compiled by the NBC statistical department.

Repeat advertisers last year numbered 144, with expenditures of $32,761,045, while new advertisers

(Continued on Page 4)

General Television Testing Cathode Ray

Boston—Having rebuilt its station and equipment to conform with new standards, General Television Institute will shortly test its new apparatus, marking the first appearance in New England of the electronic

(Continued on Page 5)

NBC station relations department, within the past week, signed contracts for three more stations to join the NBC networks. WLEU, Erie, and WRTD, Richmond, will join the Blue network, while KANS, Wichita, Kan., will join as an optional outlet for either the Red or Blue network.

KANS, a 100-watter operating on 1210 kcs., and WLEU, 250 watts daytime, 100 night, on 1420 kcs., will both join NBC on April 1. WLEU, owned by Leo J. Omelian, will be an optional outlet to the basic NBC-Blue network. KANS is owned by Charles C. Theis with studios in the Hotel Lassen.

The Richmond outlet, WRTD, owned by the Richmond Times Dispatch, will give the NBC-Blue its first basic member station in Richmond. Heretofore NBC only had one affiliate in the city serving both the Red and Blue as a part of the totaled 25 and spent $852,588. This southeastern group. Station operates on 1500 kcs. with 100 watts and will officially join the Blue network on

(Continued on Page 3)

International Shoe "Bee" On NBC-Blue Coast Net

San Francisco—International Shoe Co., St. Louis (Peter's shoe), on April 6 will start Larry Keating in a question bee program on a split NBC-Blue Pacific network of seven stations (KGO, KECA, KFSD, KERN, KWG, KMJ, KFBK), Tuesdays, 8:30-9 p.m. Program will be known as "Dr. Peter Puzzlewit" Series, signed for 52 weeks through Long Advertising Service here.

CBS Stockholders Approve Two-for-One Share Split-Up

6 Stations Are Added For Jack Pearl Disks

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), have added six more stations to its list of southern outlets, using the RCA-Victor recordings of the Jack Pearl NBC-Blue network show, Fridays, 10-10:30 p.m.

Inability of stations to clear time

(Continued on Page 2)

Stockholders of CBS, at the annual meeting yesterday afternoon, approved increase in the number of authorized shares from 1,500,000 shares of $5 par value to 3,000,000 shares of $2.50 par value and of exchanging each share of present outstanding capital stock for two shares of the new stock.

At a meeting of the board of directors immediately following the annual meeting, Frank White was elect-

(Continued on Page 8)

New Horlick Contest

Chicago—Horlick's Malted Milk, through Lord & Thomas, have set plans for a new contest to be announced for the first time on their program Monday night, NBC-Blue net, 7:30-7:45 p.m. There will be chances for 50,000 people to share prizes valued at $30,000. Radio show, Lum and Abner, is aired '5 times weekly over NBC net.

RADIO DAILY

Vol. 1, No. 32 Thurs., Mar. 25, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Wednesday, Mar. 24)

NEW YORK STOCK MARKET

	High	Low	Close	Chg. Net
Am. Tel. & Tel.	170½	169¼	170⅜	— ⅜
Crosley Radio	23¾	23¾	23¾	.....
Gen. Electric	57⅜	55⅞	57⅜	+ 2
North American	27¾	27½	27½	+ ⅛
RCA Common	11⅜	11⅛	11⅛	— ⅛
RCA First Pfd.	77	77	77	— ¼
RCA $5 Pfd. B		(90 Bid)		
Stewart Warner	19½	19	19½	+ ½
Zenith Radio	34½	34	34½	+ ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	....	....	....	.....
Majestic	4	4	4	.....
Nat. Union Radio	3¼	3⅛	3⅛	.....

OVER THE COUNTER

	Bid	Asked
CBS A	60	62
CBS B	59¾	61¾
Stromberg Carlson	15½	16½

"Our Gal" Replacing "Rich Man's Darling"

Affiliated Products on March 29 will put a new show into the 12:45-1 p.m., period on CBS entitled "Our Gal, Sunday." Program is replacing the current "Rich Man's Darling." Product plugs will be changed on the same date. Anacin will get the credit on Mondays, Tuesdays, Wednesdays, with Old English Floor Wax the remaining two days. Blackett-Sample-Hummert, Inc., has the account.

Sick List

Ed Samis, head of Columbia's magazine department, is on the sick list.

Bob Allen, vocalist with the Hal Kemp orchestra, broke a rib playing squash and expects to be on the sick list for about a week.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

4 Governors in CBS Court Talk Hookup

Studios of CBS stations WWL, New Orleans, WSFA, Montgomery, and WGST, Atlanta, will be used in a discussion by four Governors on the supreme court issue. Program, airing next Saturday over coast-to-coast CBS net 10:45-11:15 p.m., will feature addresses by Governors Leche of Louisiana, Graves of Alabama, Rivers of Georgia, and Johnson of South Carolina.

Warns on Launching Television Too Soon

Washington Bureau of THE RADIO DAILY

Washington—To put television on a commercial basis too soon may mean standardization which might retard development, and to standardize at all may mean to deliver television into the hands of monopoly controlling patents essential to meet specified standards, declared Commissioner Irvin Stewart, vice-chairman of the FCC, in an address yesterday before Duke University.

The major problem in connection with the new art, Stewart said, was of frequencies. Those television transmission systems which have been best developed up to the present, require enormous bands of frequencies, he declared.

Stewart pointed out that while television stations could be duplicated on the same frequency at fairly close intervals, a total television band width of tremendous proportions appears to be indicated. The FCC must determine how much space can be allotted to television in the light of needed frequencies for other services. "Television may be glamorous to others; to the Commission it still is a series of problems", Stewart said.

KVOD Adds to Staff

Denver—KVOD has added Joe Weston to its news staff and Jay Daniels to its announcing personnel. Weston has a background of six years in newspaper work and is a graduate of Cornell. Daniels, a Tulane graduate, has been an actor for three seasons at Denver's University Civic Theater.

Woman's Expo. on WOR

The 16th Annual Women's National Exposition of Arts & Industries at the Grand Central Palace on Monday will be aired by WOR-Mutual exclusively, 11:45-12 noon, from the "Little House." Nancy McClelland, chairman of the group of decorators who designed the "Little House," will preside.

Philly Orchestra Tour

Philadelphia—The Philadelphia Orchestra leaves next month for another nation-wide concert tour under RCA sponsorship. Weekly broadcast series will continue from the cities en route. It is expected that Norris West, who announces the series from the local point, will accompany the orchestra on its tour.

WCAE Show Returns

Pittsburgh — "The Merry-go-Round" has returned to WCAE with a sponsor. Cast includes Harold Goldstein, Dave Olsen, Stephanie Diamond, Earl Truxell's orchestra and Carl Dozer, announcer.

Sunday Sports Series Attracts WWJ Fans

Detroit—Sunday evening sports interviews produced over WWJ, Detroit News station, have built up quite a following by their high level of big name interest. Among the nationally famous people who have appeared on this series are Joe Louis, Gar Good, Mickey Cochrane, Dutch Clark, Jack Kearns, Harry Kipke, Larry Aurie, and many others. WWJ's sales manager, Harry Bannister, who is a super-fan, writes the show, and, because of his wide acquaintanceship with the sports world, he is able to inject into the scripts a spontaneity of question and answer, and an easy flow of idiom. Bill Kennedy, WWJ staff announcer, acts as host on the program, and does the interviewing. Webster-Eisenlohr Cigar Co. is the sponsor.

WIL Heavy on Sports

St. Louis—Sportscasting is coming in for plenty of play over WIL. Neil Norman and Bill Durney are kept on the jump, morning, noon and night, bringing word pictures direct from the scene of action on all the sporting events that command any attention in St. Louis and vicinity. During the past few months they have presented their "Sports Parade Broadcast" from all of the major Arenas and Stadiums in the city. Included in these thousands of broadcasts have been word-pictures of football, basketball, hockey, soccer, track meets, midget auto races, swimming meets, tennis matches, six-day bike racing, roller derby, ice-carnivals and even rodeo events and log-rolling contests.

WOV Naturalization Series

With the broadcast that started Tuesday at 4:30 p.m., WOV is presenting a weekly Tuesday and Thursday dramatization in Italian of the elements of naturalization and citizenship. The series is part of the WPA Adult Education Program and features a cast of professional actors.

May Increase Nesbitt Time

Because of big listener response to John Nesbitt's "Passing Parade" now heard on WEAF Monday and Tuesday evenings, Nesbitt may be spotted on a Monday through Friday schedule.

Form Youngstown Corp.

Youngstown—Kenneth C. Schaffer, David E. Jones and T. Lamar Jackson, members of a law firm, are named as incorporators of the newly formed Youngstown Broadcasting Corp., capitalized at $25,000.

COMING and GOING

LANNY ROSS leaves Sunday for Cleveland, where he will appear in concert. Returns to New York for Thursday night broadcast.

VIRGINIA VERRILL and her mother will leave April 5 by plane for Hollywood to complete arrangements set by Columbia Artists, Inc. for movie contract for singer. Miss Verrill will not broadcast from the coast. Her regular CBS broadcasts heard Friday nights will resume when she returns to New York.

AL CORMIER of WIP, Philly, took one of his periodical look-ins on New York yesterday.

RALPH WONDERS has returned from a one-day trip to Boston.

RUSSELL L. HEBERLING, president of Transitions Automobile Radio Corp., domestic auto radio division of Philco Radio & Television Corp., has just returned from England.

DON WITHYCOMB of WFIL leaves Philadelphia today for Pinehurst, N. C., returning Monday and hopping to New York the following day.

BUCK JONES has arrived from Hollywood and is stopping at the Warwick while here for radio work.

H. K. BOICE, CBS vice-president in charge of sales, is in Miami for a week's vacation.

6 Stations Are Added For Jack Pearl Disks

(Continued from Page 1)

because of other network commitment makes the recordings necessary. Five stations (WSM, WREC, WAVE, WRVA, WWL) will begin the series on March 26, with WSB to be added three days later. Batten, Barton, Durstine & Osborn, Inc., New York, is the agency.

General Electric Orders Foreign Language Spots

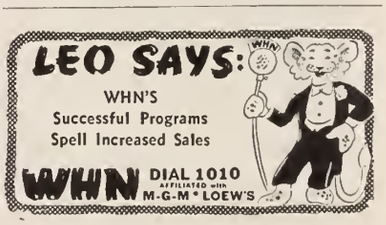
Steinberg-Gilman Productions have been retained to produce some foreign language spot announcements for General Electric. Four languages will be used on three stations as a test program.

Chesterfield on WMAZ

Macon, Ga.—Liggett & Myers Tobacco (Chesterfield cigarettes) will be one of the first CBS clients to add WMAZ to its network. Station will be added on both Chesterfield programs, on May 5 to the Wednesday 9-9:30 p.m. show, and on May 7 to the Friday night program at 8:30. Newell-Emmett, Inc., has the account.

New WABC Sustainer

A new sustainer takes the air over WABC on April 5, 8-9 a.m., featuring Phil Cook, imitator. John Reed, "The Funnyboners", Lou White at the organ and Gordon Graham, vocalist, will all be heard on it from time to time. The series will be broadcast six days a week.



THREE MORE STATIONS JOINING NBC NETWORKS

(Continued from Page 1)

June 27, the date that WMBG, same city, switches from CBS to the basic NBC-Red network. Rates for all four of the new affiliates has been set at $120 per hour. With this announcement, NBC now has 121 stations associated with its two networks.

CBS is negotiating to sign WTAQ, Green Bay, Wis., as a supplementary station, but no contract has been signed as yet. Starting date and station rate still to be settled.

New Philharmonic Series Will Run 4 Extra Weeks

New York Philharmonic Society has increased its radio schedule for the 1937-38 season by four weeks. Program, heard over a coast-to-coast CBS network and the complete Canadian network every Sunday, 3-5 p.m., is booked for 24 weeks this year. Series began Nov. 8 and will fade April 18. At the conclusion of series, plans will be announced stating that concerts will resume Oct. 24 and will continue through May 1, 1938. This will give society 28 weeks on the air. John Barbirolli will direct the entire series, vacationing only for one month. Guest conductors will be used during his absence. The guest soloists for the 28 programs have already been set.

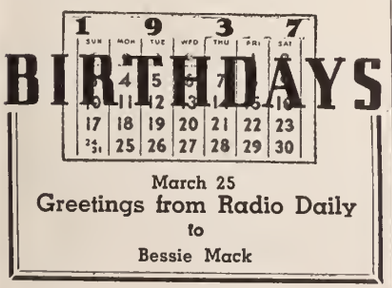
WGBF on 1,000 Watts

Evansville—WGBF, the new NBC optional affiliate here, is now operating on 1,000 watts daytime in accordance with the recent FCC approval to increase its daytime power from 500 watts. Night-time wattage, 500, has not been changed.

"Magic Kitchen" Celebrates

St. Louis—Fourth anniversary of "Magic Kitchen," KMOX feature, will be celebrated with a full week of special programs, March 29-April 3, under arrangements completed last week between Jane Porter, the "Kitchen" director, and Jerry Hoekstra, KMOX special events director. Ben Feld's orchestra, Lorraine Grimm, Tom Baker and the team of Al Cameron and Joe Karnes will supply entertainment for the birthday broadcasts.

Six local and two national sponsors participate in the program.



March 25
Greetings from Radio Daily
to
Bessie Mack

NEW PROGRAMS—IDEAS

Free for All at KVOR

Cowhands that ARE cowhands are doing a special Monday Night Jamboree program on KVOR, Colorado Springs. Every member of Smoky's troupe of Rocky Mountain Ramblers is a boy from a nearby ranch. All of them were born and raised on the slopes of Pike's Peak and learned their music from the time they were children from the other cowhands who settled the country.

The cowhand unit consists of a six-piece band, every member doubling in voice. Guest stars are invited down and each program features a whistler, two new voices and instrumentalists.

It's an open program. Guests fill the studios and both reception rooms in KVOR's new outlay. They're invited to sing, whistle, clap or stomp their feet. Regular KVOR announcers take turns in working the program in informal style. So far, after two programs, requests have kept KVOR's switchboard tied up for an hour.

Local "Man of the Week"

Norfolk—"Man of the Week," conducted by W. E. Debnam, Ledger-Dispatch Reporter, airs interview with Norfolk's most important citizen of every seven days to popularize Morris Plan Bank of Virginia's nickel checks. Both ideas are new in town, so show took a little longer than usual to catch on. After opening intro, Debnam explains why man is important that week, then follows up with an interview, after which announcer spiels about 20 checks for $1 with no minimum balance required and no service charge. Both of which sound like likely promotion.

Daily News Stunt

Omaha—KOIL and The Omaha Bee-News have started a new co-operative daily stunt in connection with the station's regular 6:30 p.m. news period.

Each day some good local story will be chosen from the Bee-News for exploitation. A member of the newspaper staff writes in the story's background, then the person whom the story concerns is interviewed, his "quotes" being recorded.

Then "The News Speaks", as the stunt is called, is presented during the regular newscast. The paper also carries a note at the bottom of the story selected for that day calling attention to the fact it will be given on the program.

"Story of the Piano"

WWJ, The Detroit News station, broadcasts each Thursday a program of educational and artistic merit entitled "The Story of the Piano." It traces, in narrative and music, the history of piano literature and those who made it. Mischa Kottler, who has been soloist with the Detroit Symphony Orchestra, and accompanist for Leopold Auer, is the artist. Myron Golden, WWJ's educational director, writes the script.

Citing Police Bravery

Building up a strong following among police officers is the result of mention being made over KLZ, Denver of those cited in the police bulletin for bravery and other noteworthy acts in line of duty. The names are read at the end of a commercial transcription, "Honor the Law," with reasons for the citations. The announcer also states the names are recommended for mention by Police Chief George Marland.

"For Men Only" on KFOR

KFOR, Lincoln, is rehearsing a co-op program labeled "For Men Only" to be aired for a half hour once a week. Program calls the roll of the best book, film, clothes, drink, food, etc., every week. Locals, supposed to be competent judges in each field and who have "name" value are added to the cast.

Churches Tuning In KDKA Easter Service

Pittsburgh—Several local churches having no evening service of their own are planning to use the half-hour Easter Evening services being broadcast by KDKA on Sunday. It is a transcribed program, with Mary Lewis in solos, Richard Liebert at the organ and the Trinity Choir in anthems. The disk is followed by Bernie Armstrong, KDKA organist, in a recital of Easter music.

New Shows on WELI

New Haven—A. Renda Co., on the air last fall with "The Wonderland of Music", resumes on WELI this Sunday at 5:15 p.m.

"Good News Broadcast", Bible stories and hymns with their histories presented by Rev. John E. Edwards, is a new WELI morning feature, Tuesdays and Thursdays at 11:30.

Boston Okays Radios In Hotel Lobby Sundays

Boston—Local censor has approved radio dialing in hotel lobbies on Sundays, declaring it does not come within the law banning entertainment on the Lord's Day unless a license has been obtained.

Soccer Games on WIL

St. Louis—For the first time in this territory WIL is presenting a play-by-play description of the championship soccer football contests each Sunday afternoon from the Public School Stadium. All the home games of the St. Louis Shamrocks, national champions for three years out of the last four seasons, are broadcast by Bill Durney from a special booth constructed at the field. The games are sponsored by the Downtown Norge Appliance Co. of St. Louis.

COMMITTEES NAMED FOR AAAA CONVENTION

Committees just appointed in connection with the 20th Anniversary Convention of the American Association of Advertising Agencies, to be held at the Greenbrier Hotel, White Sulphur Springs, W. V., April 29-May 1, include:

Program—G. Lynn Sumner, chairman, Mark O'Dea, vice-chairman, O'Dea, Sheldon & Co., Inc.; J. P. Cunningham, Newell-Emmett Co., Inc.; H. M. Dancer, Henri, Hurst & McDonald, Inc., Chicago; W. C. D'Arcy, D'Arcy Advertising Co., St. Louis; William L. Day, J. Walter Thompson Co.; Dana H. Jones, Dana Jones Co., Los Angeles; Edgar Kobak, Lord & Thomas; H. H. Kynett, The Aitkin-Kynett Co., Philadelphia; H. B. LeQuatte; Edward J. Owens, Arthur Kudner, Inc.; Wm. B. Remington, Springfield, Mass.; Guy C. Smith, Brooke, Smith & French, Inc., Detroit.

Sports—Quincy G. Ryan, chairman, Ruthrauff & Ryan, Inc.

Dinner Entertainment—Edward J. Owens, chairman, Arthur Kudner, Inc.

Entertainment for Ladies—Mrs. Guy C. Smith, Detroit.

New Biz on WHK

Cleveland—Pilsener Brewing Co. will sponsor a daily series of baseball resumes of the Indians, also a report of all the scores in the American and National leagues, over WHK at 6 p.m., with Jack Graney giving the talks.

Theurer-Norton Provision Co. is sponsoring a new WHK series, "Love Tales," every Sunday at 1 p.m.

AGENCIES

CARL J. McCRACKEN, executive of the Rose-Martin agency for the past 16 years, has been appointed general manager and vice-president of agency.

B. W. STEELE INC., Philadelphia advertising agency, is in charge of advertising sponsored by the Ice Publicity Association of Philadelphia. An extensive campaign for this season will be launched, using newspaper, radio and other mediums.

GOTHAM Advertising agency will handle the Louise Rigers, Inc., (cosmetics) account. A radio schedule, probably spot announcements, will be used. Sanford H. Lane is the account executive.

M. H. HACKETT advertising agency will handle the Kik Inc. (soft drink) account. A spot radio campaign is planned, using only the territories in which product is now being sold.

Guy Lombardo says
CARELESSLY
is the best song in years!
Norman Ellis Music Pub.
113 West 57th St. New York City

82.6% OF NBC CLIENTS WERE REPEATERS IN '36

(*Continued from Page 1*)

does not include 33 political accounts with gross investments of $910,317.

Percentage of gross time sales revenue from clients who had used NBC previously was 76.1 per cent in 1928, 76.9 per cent in 1929, 81.4 per cent in 1930, 86.4 per cent in 1931, 94.1 per cent in 1932, 90.7 per cent in 1933, 97.1 per cent in 1934, and 95.1 per cent in 1935.

"Pretty Kitty Kelly" Renewed for 52 Weeks

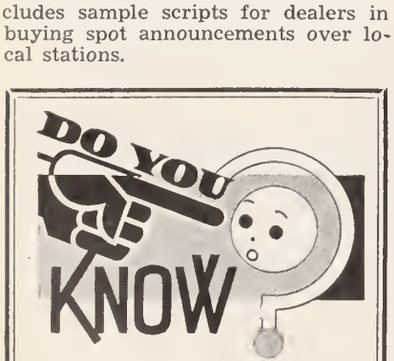
Continental Baking Co., New York (Wonder bread), has signed a 52-week renewal for its "Pretty Kitty Kelly" program on 39 CBS stations, Mondays through Fridays, 6:45-7 p.m., with repeat 11:15-11:30 p.m., effective April 12. On April 26 program will become a daytime show on the same network using the 1:15-1:30 p.m., spot five days a week with the repeat program being broadcast at 4:15 p.m. Benton & Bowles Inc. has the account.

"Jungle Jim" on 23 Stations

"Jungle Jim," transcribed series, is now being aired over 23 stations weekly. Show, heard via disks, is not sponsored, but does mention papers in which same serial runs. Program is heard Wednesdays over WCNW. Thursdays, WLTH and WNEW. Friday, WFBG, WBAX, WCAP, WFAB, WTEL, WWRL, and WARD. Saturday, WINS, WTNJ, WAAT, WOV, WMCA, WFAS, WCNW, WHOM and WBRB. Sunday, WIP, WDAS and WNLC.

Philco Baseball Campaign

Philadelphia — With interest in baseball and the baseball broadcasts on the rise, Philco Radio & Television Corp. plans a nation-wide promotion campaign for its home sets and auto radios. "Official Baseball Facts," 32-page book by Carl Hubbell, Giants' pitching ace, has been made available to Philco dealers for free distribution. Promotional material includes sample scripts for dealers in buying spot announcements over local stations.



David and Goliath, NBC comedy team, are none other than the blackface team of Swor and Lubin. Since their change of name, on advice of a numerologist, they have landed two network spots.



● ● ● Bob Hope, Lou Holtz and Walter O'Keefe are being considered to fill in for Fred Allen during the summer months....Stoopnagle and Budd, originally slated for this spot, have decided to rest because their sponsor will renew for the Fall....Josephine Huston gave an audition for Young & Rubicam yesterday....Same agency took Senator Fishface and Professor Figsbottle "off the air" and placed it on wax as a possible Jack Benny filler....Walter Fleischmann and Harry Davies have been made advertising and publicity counsels for the government of Venezuela..... Major Edward Bowes, after being advertised as the winner of the Pilot award in all newspapers, refused to accept last week's designation!

● ● ● *Songpluggers attending Happy Felton's opening at the Arcadia in Philly the other night found themselves the butt of a serious situation....They ordered drinks, food, etc., and upon paying their checks, the waiters called a strike causing Felton and the boys to quit the bandstand, thereby cutting off expected plugs....The tango band pinch-hitted until the grieve was settled....Vance Campbell has written a special song for Easter which will be aired via WOR Good Friday called, "I See His Blood Upon the Road".... Various angles are holding up the pens on the Louis Armstrong commercial contract, which will be a boom to the colored race!*

● ● ● Dolly Dawn is off the air for the next ten days because of re-occurrence of a "throat corn" and may undergo an operation similar to Kate Smith's!....Arthur Boran may go Showboat!....They are looking for some one to replace Hanley Stafford as "Thatcher Colt" because of his departure to the coast and his ailing mother....Reggie Childs will Decca-record-it!....Hollywood Songs opened their new offices yesterday!.... Now that Phil Cook has one show set for CBS for six months, he's closing on the other, "Gingerbread Boy," a thrice-weekly script!....Charles Courtney, who is an authorized safe-cracker and lock-opener will tell about his work on Edgeworth April 3....A. L. Alexander is working out at Artie McGovern's gym....Incidentally, Monty MacLevy opens a new branch at the Park Vendome tomorrow!

● ● ● *"Having Wonderful Time," the Broadway show, which encountered some difficulty insofar as the Vallee program was concerned, will definitely be aired next Thursday on that show.... Allen Prescott offers a reward for the return of his brief case containing the only two manuscripts of latest book lost in a cab the other day. Case bears his name....Carl J. Kress, only licensed yodeler in the country, will give a sample of his art via WINS Monday, broadcasting from Eagle Rock reservation in Orange Mountain, N. J.....Zeke Manners claims that "Main Street" must be syndicated because he's seen our items appear in other columns—days later!*

● ● ● Ralph Wonders left the Rockwell-O'Keefe office yesterday for lunch and wound up in Boston!....Al Simon, WHN publicity man, has been out lecturing in schools around town on M-G-M's "Romeo and Juliet" ....Rita Rio will do a few weeks of New England dates....Les Brown has been set for Decca and also returns to his alma mater, Duke U. April 4 and 5....Rudolf Friml Sr. will be picked up from Hollywood Tuesday congratulating Junior's debut at the French Casino in New York via NBC....

SIX NEW COMMERCIALS ARE SIGNED BY WNEW

(*Continued from Page 1*)

ments to run daily for 13 weeks.

Fischer Baking Co., spot announcements to run daily for 39 weeks. Schillen Adv. Corp. has the account.

Wonder Store Inc., spot announcements for 13 weeks, beginning March 30.

Cantor Sample Furniture House Inc., 15-minute program, 5 times weekly for 52 weeks, beginning April 6. Schillen Adv. Corp. has account.

Wholesale Radio, 13-week series of ET programs, beginning March 26 at 7:45 p.m. but switches to 8 p.m. the following week. Latter program will feature weekly contest offering $100 in merchandise to radio service man sending in best letter on radio repairing and improving.

WAAW Builds Good Will

Omaha — Community good will is being built up by WAAW through allowing civic organizations to use station facilities. Latest move along this line was made Sunday, when the Shrine Chanters were given the 1:30 to 2 p.m. period and a group of school children were allowed to present a Benjamin Franklin play at 3 p.m. Also on the children's program was the Municipal University of Omaha orchestra.

WJAY Furniture Accounts

Cleveland—Brown Bros. Furniture Co. on April 2 starts "Songs for the Home" over WJAY at 1 p.m. Monday, Wednesday and Friday. Dick O'Heren, Irish tenor, is featured.

Kirchman & Perusek Furniture Co. sponsors a Slovenian program over WJAY with Charles Zorman as announcer, 5:30 p.m. Sundays.

Lorillard on Mich. Net

Detroit—P. Lorillard Co., New York (Beech Nut tobacco), has signed for a quarter-hour baseball sports broadcast on the Michigan network, seven days weekly, with Harry Heilmann, former American League slugger, doing the announcing. Program is tentatively set for the 6-6:15 p.m. spot, will start on April 17. Lennen & Mitchell, Inc., New York, is the agency.

ANNOUNCERS

LYN WILLIS of WIP, Philadelphia, has been given a month's leave to recuperate from a nervous breakdown. Joe Garrett takes over until his return.

ELLERY BROWN of WAAW, Omaha, is presenting a program, "Highlights of the News of the Week," each Sunday, 1:15-1:30 p.m.

LEON CHURCHON is having quite a time conducting the tryouts for aspiring radio announcers at KYA, San Francisco. Winner of each week's broadcast is placed on the KYA waiting list of announcers, with the possibility of being put on the staff as openings occur.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

IN Japan, according to Russ Morgan, ether programs carry telephone numbers of girls featured in broadcasts.... idea being to have fans telephone their bouquets. Just what A. T. & T. would do, if American networks followed suit, staggers the imagination....Helen King of Certified Contests (she's the graphologist, not a King sister) abdicating....she'll open offices sans partner....Dahlias have been named for Margaret Speaks of "Voice of Firestone" and Don Wilson, Jack Benny's announcer....Carol Weyman goes technical with the announcement that the air is acquiring more sopranos on account of engineering refinements now make registry more acceptable....And Mildred Windell, who arpeggios with the Rudolf Friml Ork, contributes the idea that perfume irritates vocal chords, and temperament unhinges nervous systems of radio larks.

▼ ▼

Lucille Linwood of the "Joymakers" and Chick Adams, Abe Lyman arranger, seeing things through a rosy haze....When Meri Bell hit a high note and cracked in rehearsal t'other day, Ray Sinatra's riposte was, "In behalf of the boys and myself, thanks for getting that out of your system"....The miniature Trojan Helen on Sunday's "Big Brother" program is 11-year-old June Joyce, who's been screen tested....Lucille Singleton, femme major domo of CBS auditions, played hostess to Business and Professional Women's Clubs t'other a.m. and let the gals listen in on the auditions....Kay Parsons, "Girl O' Yesterday," with three agencies hot on the scent, auditioned yesterday....CBS Publicity's Rosellen Callahan won extemporaneous speechmaking crown yesterday when called on at the Rainbow Room Fashion Academy function for spontaneous remarks....John Fitzgerald of Special Events Publicity and flier Dorothy Kilgallen were fellow-guests.

▼ ▼

Kathryn Cravens takes to the air again, this time to fly Chi-ward to see her Pontiac sponsors....Ann Harding, CBS Publicity lass, temporarily worsted by bronchitis....Another pro-tem casualty is Louise Fitch of "Hymns of All Churches"..Claudia Morgan, of the Morgan clan, to be one of two special treats on March 29 broadcast of "Kitchen Cavalcade"....The other will be a culinary dainty in the inimitable Crosby Gaige manner..

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 14 of a Series

WCKY—CINCINNATI, OHIO

1490 *K.C.*—10,000 *Watts*

L. B. WILSON
Vice-Pres. & Gen. Mgr.

GEORGE H. MOORE
Comm.Mgr.

WCKY, second station in power in the Cincinnati area, is owned and operated by L. B. Wilson, Inc., which established the station in 1929. Its recently-granted 100 per cent power increase will add, it is estimated, 352,000 potential listeners within the ½ millivolt line and give to WCKY 1,800,000 potential listeners within that line, a 40 per cent increase in signal strength. Another innovation to the station, the latest high fidelity, specially-built RCA transmitter, is now being installed. A 350-foot Blaw-Knox vertical radiator antenna was completed just one year ago.

Since first going on the air, WCKY has been affiliated with NBC, and it now carries 87 per cent of its programs from that network. WCKY receives the full news services of International News Service and UP. It also airs the press-radio reports of NBC. The station operates on an eighteen hour schedule daily.

Although founded by L. B. Wilson, banker, manufacturer and theater chain operator, WCKY did not come under Wilson's active management until November 1931. At that time Wilson stepped in and immediately instituted drastic changes in the entertainment and business policies then employed at the station. It took just one year to show how sound his ideas were. Now, five years later, WCKY is adjudged one of the leading broadcast stations in America.

WCKY's NBC line-up of pick-ups includes some of the largest advertisers on the air General Motors, Campana, Packard Motors, Lady Esther cosmetics, American Tobacco, Miles Laboratories, Brown and Williamson Tobacco Corp., Procter and Gamble and Studebaker motors are only a few of the many finding a big market in the Cincinnati area through this station. In the past it has originated the following shows to a vast NBC audience; Happy Days In Dixie; Southern Symphonies; Musical Matinee.

WCKY's staff is composed of George H. Moore, commercial manager, Lee Goldsmith, studio manager and chief announcer, Chas. Topmiller, chief engineer, Jeanette Miller, network traffic manager and Elmer Dressen, head of news, continuity and press.

ORCHESTRAS-MUSIC

"CARELESSLY", ditty from the pen of Nick "Old Sailor" Kenny, has become the property of Irving Berlin, Inc., effective yesterday.

Louis Armstrong's Philadelphia debut of the season will be at the Nixon-Grand Theater, the week of March 26.

The Benny Goodman musical contingent go in for higher education as the favored band of the U. of P. when they stage their Ivy Ball.

Jeno Bartal, WHN maestro, who waves his melody-making baton at the Piccadilly Hotel, has just been appointed musical director of that hostelry.

Michael Mell and ork take over in Julie Wintz' place on "Top Hat", WNEW's dance parade.

Vince Calendo, who's been vocalizing with the Vincent Travers outfit at the French Casino, now sings in conjunction with the organ, at the Paramount.

Phil Spitalny's all-girl band moves over to the NBC-WEAF network and KSD, Monday, April 26.

Chick Adams, arranger for maestro Abe Lyman, has devised a musician-proof method to aid lyricists who can't read notes. He calls it the Melo-Writer. Monarch Studios will merchandise it.

Sally Singer introduced the new Cotton Club number, "Where Is The Sun", originally sung by Ethel Waters, on the Kreuger Beer Program, Monday night over WABC. John Redmond and Lee David are co-authors; and Mills Music, Inc., the publishers.

Ted Brown and the KONO Band of San Antonio have just completed a studio recording.

Jay Whidden and his London Orchestra are purveying music to dancing feet at the St. Anthony Rainbow Terrace. Spot has a WOAI wire. The three Downey Sisters are featured femme vocalists.

Don Bartel's newly assembled band which is aired Sunday nights over WTAR, Norfolk, includes many of Norfolk's outstanding musicians, with Bartel himself and Henry Cowles Whitehead, director of the Norfolk Symphony Orchestra, in the van.

WBNX, Bronx foreign language station, features Florence Leffert, oncert soprano and her "Consolidated String Ensemble".

GUEST-ING

PAUL ALTHOUSE, JULIUS HUEHN and EMANUEL LIST, on N. Y. Philharmonic-Symphony Orchestra's "Parsifal," March 28 (CBS, 8 p.m.)

JEAN ELLINGTON, on Al Pearce's program, March 29 (CBS, 9 p.m.)

CAPT. TIM HEALY, on "Magazine of the Air", March 31 (CBS).

TED LEWIS and MARJORIE MOFFETT, on Kate Smith's Bandwagon, April (CBS, 8 p.m.)

AL DUFFY, on Saturday Night Swing Club, April 3 (CBS).

RICHARD BONNELLI, replacing Richard Crooks, who is ill, on Ford program, March 28 (CBS, 9 p.m.)

STUART ERWIN, TOSCHA SEIDEL, DALE CARNEGIE, EDDIE DOWLING and RAY DOOLEY, on Joe Cook's Shell Show, March 27 (NBC-Red, 9:30 p.m.)

JANE FROMAN, on Chu Chu Martinez program, March 28 (NBC-Blue, 3:45 p.m.)

JACKIE HELLER, booked by Herman Bernie for the Ed Wynn Show, April 17 (NBC-Blue, 8 p.m.)

ROBERT RISKIN replaces Gloria Swanson as guest star on Radie Harris' WHN Movie Club tomorrow night, 8 p.m.

Father Coughlin Ends Mutual Series April 18

(*Continued from Page* 1)

program in New York. Series began on Jan. 24 on a 52-week contract, cancellable at the end of the initial 13 weeks.

Today Father Coughlin will be heard in a Good Friday radio service over Mutual network from 4:30-5 p.m. Program is being put on as a sustainer, will be keyed from Royal Oak, Mich.

General Television Testing Cathode Ray

(*Continued from Page* 1)

cathode ray television. Hollis S. Baird is chief engineer of the Institute, which has Television Station W1XG.

ONE MINUTE INTERVIEW

WALTER WINCHELL

"My job is really much similar to that of an editor of a small country weekly. In those little papers the most popular feature is the personals column. Every country editor knows that names makes news, and that people are more interested in items about themselves and their neighbors than anything."

Cross-Country Chat

B. CHARLES-DEAN, who directed the Rolls Razor series heard over WOR at 3:15 Sundays, fills in a spot himself on next Sunday's program, singing his own number about an English dude. The title is "It's Preposterous."

Jocko Maxwell, sports commentator for WLTH, will have Ed Fitzgerald, the prolific WOR-Mutual personality, as his guest of honor Saturday at 6 p.m. on WLTH's Sports Parade.

WHN as well as WOR will carry the testimonial dinner to Adolph Zukor, chairman of Paramount, at the Waldorf-Astoria on Monday night.

Eugene "Bull" Connor, WBRC (Birmingham) baseball detailer who was elected to the legislature, has announced his candidacy for the city commission.

Stanley Babington, formerly news commentator at WHK, Cleveland, and program director at WJW, Akron, is now commentator at WSPD, Toledo.

Wally Adams of staff of WRGA, Rome, Ga., emceed a one-hour Sunday salute giving the history of Lindale, model textile mill village of the southeast.

Country Church of Hollywood resumes Sunday on WCAE, Pittsburgh.

Peggy Stewart has been added to the sales staff of KFAB-KFOR, Lincoln.

J. Gunnar Back, continuity chief for KFAB-KFOR, Lincoln, conducts a monthly column in the "Quill" mag now. He lends writing tips to those interested, covering both fiction, and trade Journals.

Marguerite Bonney, soprano, who has been off and on WTAR, Norfolk, for the last few years is back with another sustainer labeled "Lingering Melodies."

Jim Coots and Ed Smith portray Warden Lawes and the District Attorney, respectively, in the new Lawes stage drama, "Chalked Out," at the Fulton Theater. Both actors have been associated with WNEW during the broadcasts of "True Detective Mysteries."

Clyde Penny, newest WTAR operator, goes t'hum in Greensboro, N. C., for the Easter week-end.

Dave Faloon, 13 years old, probably the youngest sports interviewer in the country, will be heard again at 11:30 a.m. Saturday over WCAE, Pittsburgh.

Leonard J. Bickford, native of California, directs the "Modern Girl's Romance" serial now running on WINS every Monday, Wednesday and Friday.

A special Italian dramatization of "Three Hours Agony" will be given by the Ave Maria Hour over WOV at 4:30-5 p.m. tomorrow.

Philip Barrison, director of WMCA's "Five Star Final" for several years continues in that capacity under the year's renewal by Remington Rand. Milton Lewis also carries on as chief script writer.

C. P. Simpson, general sales manager of Pontiac Motors, is particularly interested in the April 2 Varsity Show broadcast, which will go over the NBC-Red network from the University of Texas campus. Simpson is a native of Texas and his father still operates two ranches there. Tomorrow's Varsity Show comes from Denver University. NBC director Al Miller has been in Denver the past several days getting the broadcast in shape.

Mary Franke Lemmon, late of "Little Orphan Annie" and other shows out of NBC, Chicago, now is a full-fledged member of WWJ's Detroit News Players. The gifted young lady plays a variety of roles.

Lucy Brooke Witt, salestaff member of WTAR, at Norfolk, is reported recovering from an illness which confined her to her home for a week. "Tips on the Shop Market," her weekly air show in which theater tickets are dished out to listeners whose names are announced from city directory, has been moved from Wednesday to Friday, anticipating her return by then.

Billy Knight, former songplugger, is now a salesman for WTMV, East St. Louis, Ill.

"Pepper Young's Family" has added a second spot in St. Louis. In addition to KSD at 2 p.m. Monday through Friday, it is being heard on KWP at 9:30 a.m.

"Smart Purchases" proved to be a smart purchase by The Cuthrell Co., Sparton distributor in Norfolk, when they signed Travis Barnes, WTAR salesman, to take the air thrice weekly for them. Show is 15-minute spot Monday, Wednesday and Friday at 6:15, and consists of three dance platters and chatter by Barnes, who expounds special deals Cuthrell makes bi-weekly. For instance, $40 allowance on any old radio on new Sparton....radio free with washing machine, etc. Cuthrell reports sales increase sufficient to toss more bucks in Barnes' direction than the contract calls for.

Martin Block of the "Make Believe Ballroom," WNEW feature, will be one of the judges in the Asbury Park Easter Parade on Sunday, after which he'll act as m.c. for Tommy Dorsey's band at Asbury Park's Reed's Casino.

Fred Hirsch, writer at WTMV, East St. Louis, rated the "bird" when he appeared at a St. Louis surrealist art ball attired in a cut off overcoat, tan make-up powder, sneakers, and heavy gloves calling himself "Surrealism in Advertising." He said he was mimicking a "Step Out Into the Sunshine" newspaper ad.

Paul Godt, WTMV (East St. Louis) organist; staff singer Jack Carol, and Woody Klose, program director-announcer, do a new Wednesday night 11:30-midnight show, "Moonlight and Shadows," featuring poetry and songs in slow, restful tempo backgrounded by soft organ.

Jim O'Neil, character actor, after years of work in America's leading stock companies, has turned to radio. He is now heard on WCAU, Philadelphia.

Pat Stanton, general manager of WDAS, Philadelphia, celebrates his ninth year in radio. He started as announcer with WELK, which later became WDAS.

Bon Bon, vocalist with the KYW-NBC-Red Top Hatters swingsters, now has a spot of his own in the early morning with Carlile and London, fem piano twosome. Bon Bon is also making records for Irving Mills and is remembered as a member of the Three Keys.

Bryson Rash, radio's "Buster Brown," is contacting networks and agencies. He is writer-commentator on the Federal Housing Administration's "Your House and Mine" program in New York.

Jack "Smoke" Gray, minstrel man formerly with KWK, St. Louis, died Monday at the Missouri State Sanitorium, Mt. Vernon, Mo., after a long siege of tuberculosis.

WKRC Open House

Cincinnati — On Easter Sunday, March 28, WKRC will hold "open house" for all visitors who desire to inspect the new studios and equipment recently installed and in operation. Studio design closely follows the pattern of CBS's main studios in New York.

Bows to Radio

East St. Louis—Customary Sunrise Service on Easter Day will be omitted this year by Immanuel Evangelical Church, whose pastor has advised his flock to stay at home and listen to the service being broadcast by WTMV at 7 a.m. Sunday. Handel's "Messiah" will be aired, with the church choir aiding the WTMV staff.

Los Angeles

FLOCK of Warner Bros.' biggest stars in a surprise series of half hour productions will be used by KFWB in a new kind of drive for listeners. Event, starting early in April, will be known as Sponsor's Week. Big ballyhoo over the air and in the newspapers will launch it, with listeners urged to set their dials at KFWB and leave them there to be sure they won't miss the big programs, which will go on at least one a night without any logging or announcements as to who and when. Manager Harry Maizlish says the programs will not only use the biggest stars, but will set them in big league productions, with which the station hopes to add half a million listeners throughout Southern California.

Clarence Muse has been film tested for the part of Porky in screen edition of "Gone With the Wind".

John Nesbitt (Passing Parade) has been added to list of Radio Feature Service's clients.

Standard Radio is adding "Oklahoma Outlaws" to its library, doing disking while the favorite hillbilly singers of WHO, Des Moines, are in Hollywood for their picture work in Rootin' Tootin' Rhythm.

Ben McGlashen, owner of KGFJ, took time off from his desk this week to take part in the 50-plane, 130 person mass flight to Ensenada, Mexico. Flight staged by California Aviation Country Club, non-profit organization of which McGlashen is prex.

Fox Case, public relations man for CBS, got back from the San Francisco exposition conference just in time to light out for Sacramento to prepare for broadcasts from the state legislature.

Ken Dolan of Dolan and Doane agency is in New York on a short trip.

Larry Lowman, v.p. in charge of public relations for CBS, is due on the Coast for a business stay.

The sudden attack of throat trouble which took Frances Langford off the Hollywood Hotel program a few hours before she was due to go on last week will keep her off again this week. Shirley Ross, who starts with the new Ken Murray show the 31st, will take her place this week.

Kenyon Ivie, recently of John Blair Co. sales staff, New York, this week joined commercial staff of KHJ, Los Angeles, as account executive under Roger K. Huston, sales manager. For 12 years, Ivie worked with ad departments of Hearst papers in New York and Los Angeles.

Harold Field, Midwest Recording, and his brothers, Don and Leonard, are vacationing here.

Beverley Hill Billies spot from 9:30 to 10 p.m. on KMTR cancelled at last minute when La Golondrina Cafe remote ork program decided to pick up option for renewal. Hillbillies will have a morning hour, and later, if evening time can be arranged, will be set in for it.

COMMENTS
On Current Programs

Al Jolson

One of the merriest of the Al Jolson programs to date—if not actually the funniest—came off Tuesday night on the CBS network with a burlesque of "These Three" as the comedy highlight. In this skit, Jolson played the role of a teacher, with Parkyakarkus and Martha as pupils. The laughs were plenty and good. Miss Raye had better material than in most recent programs. Parkyakarkus, who has jacked up the Jolson show since he joined it, continued his good work. Jolson himself emceed and vocalized better than for some time. And Victor Young's orchestra was right in step.

Ben Bernie

Offering the first of his three broadcasts from Florida, with George Olsen's gang as his orchestra and Sheila (mimic) Barrett as guest star, Ben Bernie sounded a little different in his Tuesday night airing over the NBC-Blue. But he was good. The Florida breezes helped him to fan up some bright banter. Miss Barrett popped in and out of the program, stooge fashion, dovetailing her impersonations into the continuity, with Olsen also working in. All in all, it made a refreshing revue, with Olsen's orchestra contributing generously.

Al Pearce and Gang

Enlivening an already peppy program, Zeke Manners and His Gang did themselves credit Tuesday night on CBS. The hillbilly gang fitted right in with Pearce's repertoire of foolery and music. The regular Pearce standbys, including Arline Harris, Tizzie Lish, Nick Lucas and Larry Marsh's orchestra also were on hand in their best form. Marsh especially.

Fred Astaire

Fred Astaire, the trouper who first overcame his film skeptics and then did likewise to his radio doubters, has done very well in building himself into an air personality under sponsorship of Packard over the NBC-Red network on Tuesdays at 9:30 p.m. But the member of this program who has come to the fore prominently is the dead-pan Charlie Butterworth. Here is a comedian whose stuff really comes across on the radio. The Astaire program, musically and otherwise, is always quite satisfying, but an important part of that satisfaction is provided by Butterworth. Conrad Thibault's singing also was an outstanding item of the last broadcast.

Jack Oakie

An added item of amusement on this CBS Tuesday night program lately is an unnamed stooge who shouts in Charles Laughton fashion, but most comically, despite the poor material that has held this show down right along. On this week's show, besides the guest singing of John Boles, there was another visit by Frank Fay, who has more right to be on the air than a good many would-be emcees. Fay has both talent and a style that is ideally suited for radio. Entertainers of distinction are needed on the air. No reasons are sufficient for keeping mike ability of Fay's caliber off the ether.

"Husbands and Wives"

Some of the best chuckles on the air are provided by this program in which the fraus and spouses air their views. The manner in which Sedley Brown and Allie Lowe Miles continue to keep this show on a plane of high interest and amusement, combining sound domestic philosophy, advice, hints, spontaneous humor and occasionally an emotional touch, is a credit to conductors of the program.



"NO STOCKINGS"

("Thru the Stage Door" series)
Sustaining

WMCA-Intercity Network, Tuesdays, 10:15-10:45 p.m.

ATTEMPT TO MIMIC FLICKER BACKSTAGE LIFE TURNS COMEDY INTO POOR FARCE.

"Thru the Stage Door" series is presented by Ray Midgley, dance director for the past 25 years, and is announced as based on Ray's "true life experiences." "No Stockings," seventh of the series, related the story how Ray shocked Chicago nite-life in 1911 when he had his chorus dance in hulu costumes without benefit of hosiery. Into this tale is woven a backstage romance.

Midgley's experience might make good radio fare provided he and his script writer got away from the movie-angle of stage life; if they forgot "42nd Street" and other films where the chorus girl was impudent and wise-cracking to the director. The cast carried the situations well, though it seemed a bit ridiculous portraying how a Loop judge was "fixed" in granting a verdict because the nite-club owner was a "pal of a pal!" Also, there was no definite reason for WMCA's program director, Al Hall, appearing on the program as interlocutor, which could have been ably handled by the announcer. Ray was interrupted by Hall with questions such as "What happened next, Ray?" etc. Idea has possibilities if handled properly insofar as script and production is concerned. The cast did a great job.

☆ "Quotes" ☆

JACK MILLS: "I've been in the amusement field for a long time, but I've never seen the equal of radio artists. Radio is a show world crammed with youngsters who have versatility, ability and an extreme willingness to work. They spend hours to rehearse a 15-minute skit. They learn new songs as fast as they are printed. They seldom take time out to play. Compare them with the vaudeville performers of 10 or 15 years ago and you'll know what I mean."

CORNELIA OTIS SKINNER: "Let me sound a note of warning to radio artists who laugh at the statement that television is just around the corner. Movie people laughed, too, when someone predicted the 'talkies.' When it finally happened that sound was perfected for practical use, many stars of the silent era fell by the wayside because of unpreparedness. Television will arrive with the same startling abruptness—and many radio artists will literally be 'caught with their make-up off.'"

Coming Events

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

April 6: Radio Corp. of America annual stockholders' meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

CBS STOCKHOLDERS APPROVE SPLIT-UP

(Continued from Page 1)

ed treasurer as of April 1, on which date he will join CBS. Mefford R. Runyon, who has been vice-president and treasurer, is relinquishing the treasurership in order to devote all his time to general executive work.

White has been treasurer and business manager of News Week. He is a native of Washington, D. C., and an alumnus of George Washington University. He came to New York in 1921 and since that time has been identified with several publishing businesses. Prior to his connection with News Week he was assistant to the president of Union News Co., treasurer of Literary League of America and treasurer and general manager of Stage Magazine.

Bob Buckley Managing Rambeau N. Y. Office

Robert Buckley has been officially appointed manager of the William G. Rambeau Co., station representatives, New York office, succeeding Earle Bachman, who has resigned to join Furgason & Aston, another station representative firm here. Richard Buckley, brother of Robert, has been transferred to the New York staff from the Rambeau WOR office, which has been discontinued.

SAN ANTONIO

Corwin Riddell is the new program director at KTSA, the voice of The Light station. He was formerly with WOAI....Tony Bissan of KMAC infos that the station recently has installed a new Western Electric transmitter of 250 power watts..... Frank Stewart, former production manager at KABC, is now at KMAC. ....Charles Belfi is the new announcer at KABC....Forrest Fort of the KABC sales force, has gone to KCMC, Texarkana....K O N O chief engineer George Ing has returned to duties after an appendix operation....Monte Magee, familiar to listeners of WLW and WOAI, now does a daily program via KONO.... Lloyd Rosenblume of WOAI is back from a trade trip to the lower Rio Grande Valley....Mrs. Mack Rogers, wife of the orchestra leader, was killed in an auto accident near Columbia, Tex., Sunday night, March 14. KTSA recently started a new program, "Dude Ranch Nights."

Page Prof. Quiz

Norfolk, Va.—John W. New, sales manager of WTAR, innocently appeared in a series of talks which staff members are delivering on radio before the local Girl Scouts. Completing his notes in ten minutes, he announced that he would attempt to answer any question they might care to ask. First query was "Don't the network sponsors object to putting announcements between their programs?" Kids are from 12 to 16 years old.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

EXAMINER'S RECOMMENDATIONS

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

H. W. Wilson and Ben Farmer, Wilson, N. C. CP for new station. 1310 kc., 100 watts, daytime, be granted.

WBAX, Wilkes-Barre, Pa. CP for mod. of lic. 1210 kc., 100 watts, unlimited, be granted.

APPLICATIONS RECEIVED

WFLA-WSUN, Clearwater, Fla. Mod. of License requesting that license of stations be severed to form two stations, both to operate specified time.

KTBS, Shreveport. Mod. of license to change frequency and power. 620 kc., 500 watts night, 1 Kw. day, unlimited.

WILL, Urbana, Ill. Mod. of CP for directional antenna and move of transmitter.

WHP, Harrisburg, Pa. License to cover CP for new antenna and move of transmitter.

KVOO, Tulsa, Okla. CP to change hours of operation to unlimited, and install directional antenna.

WOWO, Fort Wayne, Ind. Mod. of Lic. to change hours of operation to unlimited.

Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

KMO, Tacoma, Wash. License to cover CP for increase in power, new equipment and move of transmitter.

HEARINGS SCHEDULED

April 30: F. W. Borton, Coral Gables, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WMIN, St. Paul, Minn. Mod. of lic. 1360 kc., 250 watts, unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

May 3: J. Leslie Doss, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime.

KLZ Broadcasting Co., Denver. CP for new station. 1210 kc., 100 watts, 250 watts LS, unlimited.

Mile High Radio Corp., Denver, Colo. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

May 4: C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

Clarence A. Berger and Saul S. Freeman, Coeur d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

KGKO, Wichita Falls, Tex. Mod. of CP. 570 kc., 1 Kw., 5 Kw. LS., unlimited, directional antenna.

May 10: T E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

Earl Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

May 14: Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville, Ky. CP for new station. 1210 kc., 100 watts, unlimited.

☆ PROMOTION ☆

WWJ's "Radio Extra"

On the theory that "what's good for its advertisers is good for it," WWJ, The Detroit News station, is broadcasting at 7:30 each Thursday evening a fast moving show of unusual design, called "The Radio Extra." It is meant primarily as promotion for The Detroit News, but is so constructed that it does a good job of entertaining as well. Interlude music, directed by Ole Foerch, is descriptive of the turning over of pages to the several departments to be featured.

Recent interviews have been with Leslie Howard and Martyn Green, comedian of the D'Oyly Carte Opera Company, who conversed with Russell McLauchlin, News drama critic. Several musical organizations, including a Russian orchestra and a Y.M.C.A. banjo band, have appeared. Different staff writers discuss the stories they are covering, such as strikes, politics, and the war in Spain. The whole show is topped off with "Oddities from the News," read in character.

Promotion for WPTF Show

Raleigh, N. C.—Completing the first week of its presentation to WPTF listeners, the N. C. Fisheries, Inc., Morehead City, now plans an elaborate sales promotion campaign in connection with the station's newest feature program, "The Carolina Coast Tenor". Clayborne Mangum, tenor, is featured, with Lucy Biebl, young pianist - composer, as accompanist. Following the first week presentations, the station has received numerous fan replies testifying to its popularity. The sponsor plans to distribute photographs of its stars with its products and to display placards in dealers' show windows and on counters.

Prior to the initial program on March 16, Mangum, Mrs. Biebl, Leslie Biebl, her announcer-husband, and Commercial Manager Royal Penny were the guests of the Fisheries in Morehead City, at which time final plans were made for the broadcast series.

217 CONTESTS-OFFERS USED ON CBS IN 1936

(Continued from Page 1)

Remington portable typewriter combination offer. Colgate-Palmolive-Peet ran the largest prize contest on behalf of its Palmolive soap. Twenty free trips to Europe or $1,000 in cash were awarded plus 100,000 complexion brushes valued at $1 each. Chrysler ran the second largest contest on its Ed Wynn-Plymouth program with weekly awards of a Dodge, Plymouth, or De Soto sedan.

N. Y. U. Series on WLTH

WLTH has started a 5 p.m. series direct from the studios of New York University. The programs, sponsored by Menorah, the largest Hebrew Students' organization in the country, are presented as a cultural service to the Jewish listeners of WLTH.

Educational on Milk

New Jersey Milk Control Board institutes an educational series over WPG, Atlantic City, to stimulate milk sales. Mrs. Oakley Cooke, consumer expert of the board, will talk on the part milk performs in maintaining health and living conditions for country and city dwellers. Amos Kirby, farms news commentator, will also be heard on the weekly programs.

Four-Leaf Clover Bulb

Iowa Soap Co. is aiming to make every listener to its early morning show over KYW, Philadelphia, a lucky one. And, at the same time, promote sales for their cleanser. Giving away a four-leaf clover bulb for box top plus ten cents to cover cost of mailing.

New Disk Equipment at KLO

Ogden, Utah—KLO has installed new high fidelity transcriptions apparatus. D'Orr Cozzens, supervising engineer of the station, directed the job.

Senators on Disks

Des Moines — Senators Guy C. Gillette and Clyde F. Herring of Iowa are each making two transcriptions a month in Washington so they can be heard over the Iowa network on alternate weeks by Iowa constituents. Their talks feature salient legislation that affects Iowa. This is an extension of the Iowa network's policy of getting Washington commentary first hand, following the transcription series each week by Richard Wilson, Washington correspondent for the Des Moines Register. Governor Nelson G. Kraschel is also heard on the Iowa network each week from his offices in the statehouse.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 33 NEW YORK, FRIDAY, MARCH 26, 1937 FIVE CENTS

Foreign Radio Going Commercial

Poor Programs and Unprofitable Operations Are Swinging Sentiment to American Methods

London — Unprofitable operation and tiresome programs has resulted in an opening wedge for commercial broadcasting on the Continent in territory heretofore considered impregnable. Two countries going off the 100 per eent non-commercial standard are Norway and Austria. Agitation in Denmark is also expected to allow commercial announcements other than the stale blurbs of the government owned subsidiaries sueh as railroads and various publie enterprises.

Norway is about to allow sponsored programs on a limited basis, perhaps an occasional 15-minute period. Qualified men with sound business experience have been invited to apply for the post of Director General. Until now so-ealled artistie heads have been running the show in both Denmark and Norway.

In Vienna, the Austrian State Broadcasting RAVAG, contrary to former praetiee, will aeeept sponsored programs with a view toward increasing the revenue with which to operate. Lieense fees paid by the publie has been ample to pay the way of RAVAG, but the government

(Continued on Page 5)

VALLEE TO BROADCAST FROM THE CORONATION

Standard Brands will tie-in with the Coronation and ship Rudy Vallee to London, where the May 6 and 13 broadcasts of the "Royal Gelatin" program will originate. Vallee will not take the Conneeticut Yankees orehestra to England, but will colleet a band in London for the broadcasts and use the best of the talent present in London for the Coronation.

Program will be shortwaved to Ameriea for broadeast over the regular NBC-Red network, Thursdays, 8-9 p.m. By catehing a five-day boat over and baek Vallee can eontinue

(Continued on Page 4)

Lucky's "Hit Parade" Expands on Wednesday

"Lueky Strike Hit Parade" on the NBC-Red network will expand an extra quarter-hour next Wednesday and take in the 10-10:45 p.m. period. The sponsor, American Tobaeco, has had a standing order in the NBC sales department for this extra time but has been unable to fulfill the order due to National Ice Advertising holding the spot. Now that iee program shift, on April 4 to Sundays, 10-11 p.m. on the Red, request has been granted. Lord and Thomas has the aeeount.

WOWO-WGL Dedication Is Scheduled for May 1

Fort Wayne — Dedication ceremonies for the new studios of WOWO and WGL, Westinghouse affiliates here, will take place May 1.

A large group of noted NBC artists will eome to the city to take part in the opening programs, and a special broadeast in whieh a group of NBC artists who started their radio

(Continued on Page 4)

Auditioned Too Well

Philadelphia—Because his audition was too successful, a prospective radio performer lost his big chance to get on WDAS. Candidate was Howard Klein, a hypnotist. He was placed in a studio and told to put on his act. At the listening end was a studio secretary. Klein did his stuff. The secretary soon was in a trance. Visualizing the possible mass effect of such a broadcast, Harold Davis said nix on it.

OPERATOR LICENSE BILL REACHES WHITE HOUSE

Washington Bureau of THE RADIO DAILY

Washington—Both houses of Congress have passed H.R. 3898, providing that actual operation of all transmitting apparatus in any radio station for whieh a license is required shall be carried on only by persons holding an operators license, and the measure is now at the White House awaiting the President's approval, RADIO DAILY learns.

NBC Chicago Shows Running Thru Summer

Chicago — "Jamboree," "Lights Out," "Niekelodeon," "Breakfast Club," "Young Hiekory," "Flying Time" and the new Chicago Symphonic Hour will be eontinued during the summer, NBC announces.

Mutual Programs Stay When WRVA Switches

Richmond—WRVA will continue to carry Mutual programs after it switches to CBS on June 27.

HAVANA CONFERENCE EXTENDED TO TODAY

Havana (By Cable)—Sessions of the North American Radio Conferenee, which began Mareh 15, were extended this week and are expeeted to be coneluded today. Delegates from the U. S., Canada, Mexico and Cuba report "excellent progress" in their efforts for harmony in commercial broadeasting, and latest indications are that there will be important results.

The U. S. delegation, headed by Major T. A. M. Craven of the FCC, is particularly optimistie over possibilities of a "cooperative arrangement" that would eliminate existing

(Continued on Page 4)

Earl Sowers Now Heads Virginia Broadcasting

Riehmond—Earl Sowers, promotion direetor of the Richmond News Leader and managing director of WPHR, Petersburg, has been elected president of Virginia Broadeasting System. He also becomes general manager, a newly ereated post. Sowers succeeds Hugh M. Curtler of WCHV, Charlottesville.

Edward Bishop of WGH, Newport News, was re-eleeted viee-president, and S. C. Ondarcho of WBTM, Danville, was re-elected seeretary-treasurer.

WPHR is moving to Richmond late

(Continued on Page 4)

G. M. Summer Show Will Have New Dress

General Motors Sunday Night Coneerts will have an entirely new dress for the summer months, the 13-week period starting the latter part of April being scheduled for a more drastic change than to the usual type of light symphonic music.

Auditions now in progress through the Campbell-Ewald agency include

(Continued on Page 3)

WMAQ Lipton Series

Chicago—Thomas J. Lipton, Inc., Hoboken (tea), on April 5 will start a series of quarter-hour programs, three times weekly, on WMAQ immediately following the Amos 'n' Andy broadcasts. Norman Pearce, the bachelor poet, will be featured in a series of original poems. Pearce was on WMCA, New York, for seven years under another sponsor.

Movie Theater Men to Meet Network Officials Re Stars

Unofficial spokesmen for the major networks indieated yesterday that they would be glad to sit down and talk things over with the committee representing the Motion Picture Theater Owners of America with regard to curtailing increased radio ap-

(Continued on Page 3)

Clam Chowder Campaign On 33 Western Stations

Seattle—G. P. Halferty & Co., packers of Pioneer Minced Sea Clams, are launching a radio program over 33 western stations as part of their elam chowder campaign.

Sendoff for WKRC

Cincinnati — In all three local newspapers tomorrow will appear 600 line ads announcing the dedication program on WKRC at 6:30 p.m. and inviting the public to visit the new studios. WSAI, owned by Crosley, will tie-in with WKRC and carry the dedication broadcast. Later in the evening WSAI will salute WKRC from its own studios with a specially prepared program.

RADIO DAILY

Vol. 1, No. 33 Fri., Mar. 26, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Thursday, Mar. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170½	168¾	169½	— ⅞
Crosley Radio	24⅜	24	24⅜	+ ⅝
Gen. Electric	58	57⅜	57⅜	.....
North American	27¾	27¼	27⅜	— ⅛
RCA Common	11⅜	11⅛	11⅛	.....
RCA First Pfd.	76¾	76¾	76¾	— ¼
RCA $5 Pfd. B		(90 Bid)		
Stewart Warner	19⅜	19	19	— ½
Zenith Radio	34¾	34	34½	.....

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16⅜	16⅜	16⅜	.....
Majestic	4¼	4	4	.....
Nat. Union Radio	3⅛	3	3	— ⅛

OVER THE COUNTER

	Bid	Asked
CBS A	59¼	61¼
CBS B	59	61
Stromberg Carlson	15½	16½

Sablon on Sustainer

Jean Sablon, the new French singing star, has been given a half-hour sustaining period on the NBC-Red network, Mondays, 9:30-10 p.m., beginning March 29. Program is a part of extensive build-up the NBC program department is planning for the singer. Norman Cloutier will furnish the musical support.

"Town Meeting" Resumes

Rochester, N. Y.—WHEC will start the 1937 edition of its "Town Meeting" program tomorrow. Program takes up topics of current interest to citizens of Rochester and will continue each Saturday 7:30-8 p.m. Meeting is sponsored by the Rochester Time-Union, one of the Gannett chain of newspapers, who also own WHEC. Program was run for the first time last year and attracted wide attention in local circles.

MARTIN BLOCK'S
"MAKE-BELIEVE BALLROOM"
A WNEW FEATURE
1250 Kc.
10 to 11 A.M. - - - 5:30 to 7 P.M.

World's Greatest Forum

"The Greatest Forum of the World" is the title of the latest piece of NBC promotion literature, which points out the rapidity and comprehensiveness of presenting important questions before the public today through the medium of radio.

Current controversy around the proposed Supreme Court changes is cited.

Clair Hull Rides Trains For WDZ "Man on Street"

Tuscola, Ill. — Confronted with a problem in doing a "man on the street" program in a town of only 2,500 population, Clair Hull, director of WDZ here, solved the difficulty by taking advantage of the trainloads of new faces passing through this place daily on the Chicago & Eastern Illinois Railway.

With a portable short wave transmitter, the resourceful young Hull goes to Villa Grove, boards the train there, and interviews passengers during the 15-mile run from that town to Tuscola.

Success of the program is proven by the fact that Hull now has a sponsor, with three others interested in taking it when the present 13-week contract expires.

Hull has a method of his own for conducting the interviews. Instead of trying to be smart, he asks the kind of personal questions that all farmers and small shopkeepers around here would like to have asked of him.

New Biz at WBIG

Greensboro, N. C.—Jefferson Standard Life Insurance Co. has renewed its contract for two weekly five-minute dramatic skits by H. S. Goodman Co. for 13 weeks over WBIG. This is the second series of these transcription sketches which the big insurance company has found very effective.

"Sonny and Buddy," electrically transcribed combination musical-drama-adventure series, from Walter Biddick Co., Los Angeles, has been sold in a block of 100 episodes by WBIG to a large baking company.

Kostelanetz Signs for Disks

Andre Kostelanetz yesterday signed a contract with Brunswick recordings to make a series of disks entitled "20 Minutes With Kostelanetz." The entire orchestra, 45 pieces, heard currently on the Wednesday night CBS Chesterfield program will be used. Disks will be marketed in a bound album with three records to a set. Musical numbers will be divided into three classes, Fox Trot, Tango and Rhumba. Cutting of disks will begin immediately.

Publishing Radio "Expose"

Vanguard Press on March 30 will publish Ruth Brindze's new 320-page book, "Not To Be Broadcast," which attempts to debunk the radio advertising and broadcasting business. Book is sub-titled "The Truth About Radio."

Final Details Are Set On Paramount Opener

West Coast Bureau of THE RADIO DAILY

Hollywood—Final details and official program of the first Paramount-NBC broadcast have been set, and the half-hour weekly program, which makes its bow at 12 noon EST on Sunday over the Red network, will have Lynne Overman and Mary Carlisle as permanent guide and hostess, respectively.

Initial program will include visits to two Paramount film sets, "Turn Off the Moon", where Phil Harris and the Albee Sisters will participate in the entertainment, and "Mountain Music", with Bob Burns, Martha Raye, Shirley Ross and Rufe Davis.

Victor Young will direct the 60-piece orchestra and the smaller rhythm group.

"Passion Play" Live Cast

The Ave Maria Hour "Passion Play" being presented this week over WMCA employs live talent, although a disk series is being offered over other stations throughout the country. Cast of the local show, directed and produced by Stanley Peyton, well-known actor and director of radio and stage, includes Gladys Thornton, Pat Lederer, Frances Witzell, Lawson Zerbe, Maurice Franklin, Morgan Farley, Allan Drake, Said Riza, and Father Paul James Francis as Christus.

A resume of the whole play is being aired 2-4 p.m. today.

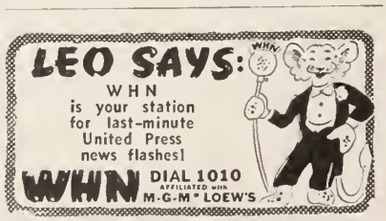
WMBH Spelling Bee

Joplin, Mo.—WMBH has instituted a 13-week sponsored Radio Spelling Bee open to children from the seventh grade up in the schools of the city, sponsored by Don A. Marvin Tire & Battery Co., wholesale.

Cash prizes are awarded the different winners of the weekly events, with a loving cup and major cash prizes to be awarded to the winners of the grand prizes at the end of the 13 weeks. Program is at 4:30 Sunday afternoons, a half-hour show.

Greek Celebration on KDKA

Pittsburgh—The 116th anniversary of Greek Independence was celebrated by a special program over KDKA at 6:30 p.m. yesterday. Broadcast was sponsored by the Green Community of Allegheny County.



COMING and GOING

MICKEY ALPERT leaves at noon today for Boston to spend the Easter holidays with his folks. He returns to New York on Monday morning and will prepare for his planned-CBS shows.

JERRY MASON of the Bob Taplinger office, leaves for Boston today on business and will return Monday.

HARRY BOYD BROWN, national merchandise manager of Philco Radio, is back at his desk in Philadelphia after a 12,000-mile tour of the country during the past two months to observe business conditions.

KATE SMITH and TED COLLINS leave today for Lake Placid and will remain until Wednesday.

TINY RUFFNER leaves Monday for Hollywood by train. MRS. RUFFNER will leave via boat.

STUART ERWIN and MRS. ERWIN (June Collyer) now stopping at the Warwick will depart for Hollywood immediately after the Shell program.

I. R. LOUNSBERRY, vice-president of WGR-WKBW, is in New York.

MRS. A. L. ALEXANDER leaves early this morning for Philadelphia where she will spend the Easter holidays. She returns to New York on Monday.

Star Radio Organizes Sales Promotion Dep't

Star Radio Programs has inaugurated a sales promotion department under W. C. Gartland for the exclusive benefit of Star's subscribing stations.

Lowell Thomas on Trip

Lowell Thomas will be missing from his usual 6:45 o'clock broadcast over the NBC-Blue network this evening. The ace commentator is going to Mt. Washington for the spring skiing in Tuckerman's Ravine, where the skiers take six hours to climb to the top of the hill, but shoot down in 15 minutes at 80 miles an hour.

Captain Valentine Williams, noted European editor, novelist and war correspondent, recently a visitor in Spain, will substitute for Thomas tonight.

KAST Names Biddick Rep

Astoria, Ore.—KAST has appointed Walter Biddick Co. as its sole sales representative on the Pacific Coast.

That Beautiful Ballad
FOR YOU
Sung by Kenny Baker
in
THE KING AND THE CHORUS GIRL
starring Fernand Gravet
and Joan Blondell
is published by
HARMS, INC., NEW YORK
Opening Sat. A. M., Mar. 27th,
New York Strand

FOREIGN BROADCASTING GOING COMMERCIAL

(Continued from Page 1)

has spent most of the money for other purposes and now is in the position of having to raise money quickly to continue its broadcasting activities.

An unnamed agency has made application for time on the RAVAG network and this application will be granted. Meantime, RAVAG will do some business direct. Program director has announced to the press that anybody except public authorities (which get free time anyway) can have announcements broadcast at the rate of 1 Schilling a word, immediately following the stock exchange reports (about 3 p.m.) and also after the daily news bulletins at 11 p.m.

Agitation for commercials in Denmark comes also as a result of the House of State Broadcasting (Statsradiofonien) having been erected more or less as an annex to the Royal Theater, in Copenhagen, the structure proving to be a monstrosity and impractical from any broadcasting angle. The Statsradiofonien is now called upon to sink over 7 million Kroner into the construction of a "real" broadcasting station, the work being set to start soon. If and when commercial radio becomes a reality in Denmark, it is hoped that the private sponsors will be the means of listeners receiving something for their license fees—good programs.

This attitude is a complete about-face on the question of American radio programs being loaded with commercial talk. There seems to be a realization that the shows in the States are not so bad after all, much less the set-up which costs the listener nothing.

Coming Events

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

April 6: Radio Corp. of America annual stockholders' meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

NEW PROGRAMS—IDEAS

"Police Call" on WNEW

WNEW on April 1 will inaugurate a new public service show entitled "The Police Call," to be heard Thursdays, 8:30-8:45 p.m. The weekly series will be handled by Justin Gilbert, editor of The Police Call, police executive magazine. He will introduce police chiefs and officials from all over the country and devote a portion of the show to a dramatization along the lines of "And Sudden Death." Frank J. Siccardi, Chief of Bergen County Police, will be the program's first guest speaker.

The broadcast series, arranged under the auspices of the magazine, famous for its gruesome pictures, promises to outdo all horror scripts on the air with accurate portrayal of actual cases, not "from police files" (radio's hackneyed buildup phrase which is tagged onto all detective programs) but from the lips of qualified eye-witnesses, the police officers themselves.

Gilbert, in addition to his police work, is columnist for the Bergen Evening Record and other syndicated papers. The purpose of the show is to fight highway accidents and juvenile delinquency.

WBIG "Final Sports Extra"

Greensboro, N. C. — WBIG has started a new feature called "Final Sport Extra," on Mondays through Fridays, at 11 p.m. The sports commentator is Wiley Sholar, well known Southern Conference Football official. Final results in night baseball games, advance dope in football and all regional sports are being featured. Among those guesting on this program is Mary C. Coleman, well known leader in physical education and Physical Education Director at the Woman's College of the University of North Carolina. Instructors of tennis, golf, swimming, basketball, hockey and other women's activities under Miss Coleman will also appear on the sporting extra and pros from Sedgefield, Starmount and Pinehurst courses will also appear from time to time, as will football coaches from the ten colleges in WBIG's area. Civic recreational activities in various cities in WBIG's region will be given their part on this new program.

The idea of the program is to give final results on all national and local games and to include sports of all kinds for both men and women. The wide acquaintance of Sholar, who has been featured on football programs on the station for the past three years, assures plenty of sport personalities as guesters on this spot.

"Youth Guidance" Series

Dean J. D. Messick of Elon College is presenting a series of 15-minute talks over WBIG, Greensboro, N. C., on the subject of "Youth Guidance."

Dean Messick's time is 5 p.m., on Wednesdays and this series of talks by the very popular Dean has created a great deal of favorable comment from educators throughout WBIG's area.

Telepathic Theories

Seattle—A new type of program is being tried by KIRO in the form of telepathic theory tests. Persons are urged to sit close to their radios on certain evenings and attempt to mentally receive a series of simple messages in this new approach to the occult.

Go to Church Series

Atlantic City—Serving as a friendly gesture to focus attention on local churches, WPG is presenting a special "Go to Church" program every Saturday evening at 8 o'clock.

Churches of all denominations are covered in the broadcast.

Racket Expose on Inter-City

"Warning Signals," new show based on exposing rackets, will start tonight on WMCA and the Inter-City network, 7:30-8 p.m., as a weekly Friday feature. Burt McMurtrie is associated with the production of the program.

Switch Brokenshire Time

"Serenade to American Women," heard currently over WOR every Sunday from 3:45-4 p.m. and featuring Norman Brokenshire, will switch to Friday nights effective April 2. Last broadcast on the Sunday schedule will be March 28. Show will be aired from 11:15-11:30 p.m. on the new set-up. Program is sponsored by Winkleman Shoes.

Belasco Puts on Boxing

Leon Belasco, whose orchestra is currently featured at the Hotel New Yorker, starts an innovation when he presents the first of a series of amateur boxing bouts Tuesday evening at that hotel. The series is sponsored by the A.A.U. and will be a regular feature of the entertainment.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

MOVIE MEN TO MEET RADIO EXECS RE STARS

(Continued from Page 1)

pearances of movie stars to the alleged detriment of the box office. The theater owners' organization last week raked radio over the coals at its Miami annual gathering.

Network officials pointed out, however, that the webs do not hire film stars for sustaining programs and that all guest and regular performances on the air by Hollywood stars is a matter to be taken up by the theater men and the advertiser or his agency. It is presumed that any committee will eventually be referred by the networks to actual employers of the talent, since the networks are merely in the position of making facilities available and selling the time. Beyond this their responsibility in the matter ceases.

Proposed committee, according to M.P.T.O.A., believes that the networks can be of assistance, however, and will knock on the radio door first. Contacting the individual advertisers or agencies, unless through one of the advertising organizations, is admittedly going to be a tedious process and for this reason the theater owners' group feels the networks are the first step.

G. M. Summer Show Will Have New Dress

(Continued from Page 1)

everything from musical comedy to modern American music. Erno Rapee, who will take his vacation from the program when the new type show goes into effect, returns in the fall for the resumption of the concert shows. During the summer Rapee is scheduled to guest conduct at the Hollywood Bowl and also with the Portland, Ore., Symphony.

New P.M. Sports on WIND

Chicago—A new afternoon sports review titled "The Globe Reporter," recently added by WIND, gives Russ Hodges some extra work. As he already has a heavy schedule of broadcasts, he will need a well-manned staff to arrange his seconds for him. When the baseball season starts, he frequently will have two and three games a day to cover.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

VALLEE TO BROADCAST FROM THE CORONATION

(Continued from Page 1)

on the air without interruption. Broadcasts will originate from the BBC studios and details are being handled by the London office of J. Walter Thompson Co., advertising agents for Standard Brands.

WOWO-WGL Dedication Is Scheduled for May 1

(Continued from Page 1)

activities in Fort Wayne will be given.

Westinghouse took over a three-story brick building for the new studios, which are of the latest modernistic design. The second floor is occupied by studios and offices and the third floor houses the control equipment. WGL's antenna is atop the Hotel Keenan, across the street from the new studios, and the WOWO tower is located seven miles from the city on U. S. highway 30.

WOWO will become a member of the basic NBC-Blue network May 1. WGL has been a member of the Red network since last November. Prior to the Westinghouse purchase nearly a year ago, both stations were members of the Columbia network.

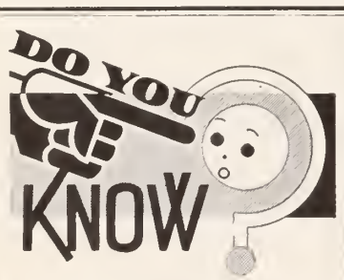
AGENCIES

DEE CARLTON BROWN, in charge of production, and G. FREDERIC RIEGEL, account executive, both of the staff of Geare-Marston Inc., Philadelphia, have been promoted to vice-presidents, it is announced by Norman W. Geare, president.

REISS ADVERTISING, New York, is handling the campaign of Wholesale Radio Service Inc., which is using radio and printer's ink to publicize its new catalog.

CHARLES EDWARD PATRICK, formerly of Young & Rubicam, has become a member of the staff of Bermingham, Castleman & Pierce Inc. Patrick had also been associated with the Newell-Emmett advertising agency in the past.

CLARENCE VREDENBURGH will join Rose-Martin Inc. advertising agency on April 1 as an account executive.



The first patent for wireless communication was granted July 30, 1872, to Dr. Mahlon Loomis, Washington, D. C.



● ● ● "Show Boat" will definitely undergo complete changes by July 1....At the moment options on three shows are being held in abeyance pending further suggestions....Tiny Ruffner's stock in Benton & Bowles has been bought back by the agency....Myron Kirk handles executive duties for Ruthrauff & Ryan here in N. Y. while Tiny produces on the west coast....Hershell Williams takes over "Show Boat" and "Gangbusters"....The Diamond Crystal Salt shows will be Kenneth McGreagor's and "Kitty Kelly" will be handled by a Chicago man named Stanton.... Johnny Augustine's wife (he's a CBS baton-wielder) was rushed to the hospital yesterday....CBSound effects man, Bob Prescott, is out of the coma and danger, returning to the job Monday....Del Casino bows out of the Hollywood Tuesday....Leon Belasco leaves the New Yorker April 7th....Tuesday night the hotel will feature amateur boxing bouts in the Terrace Room.

● ● ● *J. Walter Thompson firm is looking for a comedy writer to send to the Coast....Ralph Wonders picked up a singer called George Kobler in Pennsylvania yesterday and today the kid is on his way to Hollywood for picture fame....Wednesday's hi-lite was "Gangbusters" which was tops in dramatic appeal. Interesting fact was Juano Hernandez (who is colored and portrayed "John Henry" on the air for many months) playing the part of "Fowler" (colored) and then subbing as a "white man" because of shortage in cast.*

● ● ● Tommy Dorsey's vocalist, Edythe Wright, was smacked-up in a Jersey auto crash and is in the hospital there....Jimmy Dorsey may follow Bob Crosby into the Congress in Chicago or be brought east for the New Yorker....Vicki Joyce is still with him and will come along....Emil Coleman will be aired from the Riveria when it opens in June. He signed for the job yesterday....Al Donahue will follow Ruby Newman into the Rainbow Room and Emery Deutsch may have the spot in the Fall.... "Skeeter" Palmer's band from Detroit will be the one conducted by Carl Hoff at the Biltmore and the former may lead himself after two months.... Phil Duey opens his concert season in New York next week and also has been renewed for another Rubinoff transcription.

● ● ● *Hank Ladd, who was one of the writers set to do the Mickey Alpert-CBShow, had to resign because of the Judy Canova commitments on the west coast. Bob Ross, Beatrice Lillie's scripter, is the only one set thus far....Bert Lytell will be starred on the Kate Smith show April 7 doing "The Valiant" and Ina Claire will appear the week after....Ted Collins will try something different in presenting Ted Lewis, sans band....Incidentally, we got a preview of Lewis' new band, and want to go on record saying it is without a doubt the greatest in the maestro's colorful career. Victor King's arrangements are TOPS....Edgar Bergen will open at the Waldorf the 3rd not Saturday....Congrats to the Arnold Van Leers on the wedding anniversary today.*

● ● ● Rudy Vallee appeared last night against doctor's orders. He has tonsilitis and will rush to Florida.....The picture deal for Henny Youngman is off because the contract don't contain the clause that he will DEFINITELY be used....Monday's papers will carry the announcement that Gladys Swarthout received the Pilot award for her Wednesday airing. Vallee opens at the Astor Roof May 24 and may be followed by Ted Lewis, Ben Bernie, Abe Lyman, Wayne King and Hal Kemp, all on three-week tickets...

HAVANA CONFERENCE EXTENDED TO TODAY

(Continued from Page 1)

friction in radio frequencies between the four nations. Europe is said to be watching developments here with interest, due to the approaching international radio conference at Cairo.

Earl Sowers Now Heads Virginia Broadcasting

(Continued from Page 1)

this summer and becomes WRNL. As such, it will be the key station of the VBS, which is a chain of five stations, including the foregoing and WLVA, Lynchburg.

WIL's New Variety Touch

A new touch of variety has been added to the Radio Floor Show presented through the facilities of WIL each day 12-12:30 p.m. A unique combination known as the "Sling-Shots" is adding the latest touch to the program that features Allister Wylie and his Orchestra, Mast Sisters, Charles Dawn, tenor, Carleen Davis, swing singer; and the Hot Timers, swing combination.

275th for "Witch's Tale"

Today marks the 275th broadcast of "The Witch's Tale," over WOR. May 28 will be the sixth anniversary of the program.

Anne Jamison Renewed

Anne Jamison, soprano star of the Hollywood Hotel program, has had her contract renewed for the next 13 weeks.

CLEVELAND

H. Leopold Spitalny was a Cleveland visitor this week. The NBC director reported he was only "visiting." While here Spitalny was guest with WTAM's Vernon H. Pribble and Walter Logan with party of friends at the town's gay night spot, the Mayfair.

Move rumors bubbled again a few days ago when WTAM was in a huddle with builders of this city's new ice arena to be erected at Euclid Avenue and E. 37th Street. Story here and out of New York is that WTAM may consider six or eight possible sites before making up its mind whether it will quit its present location.

Local stations will cooperate with Cleveland Ad Club April 15-17, when club marks its 35th anniversary. Walberg Brown and orchestra from WGAR, Louis Rich's Orchestra from WHK, and orchestras directed by WTAM's Walter Logan and Lee (Stubby) Gordon will offer music at the various meetings.

WHK is getting ready for the Indians' baseball broadcasts to be sponsored by General Mills and Socony Vacuum.

FREDERICK EVERETT has been added to the engineering staff of WTAM, NBC-Red outlet.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

WHEN radio stars shoot across the firmament they make wishes themselves....instead of leaving it to the earthbound contingent....Which gives us ....Mildred Bailey, who'd like nothing better than to star in a musical comedy ....Peggy Allenby, whose ambition it is to make her ether characterizations as complete and flawless as possible.... Georgia Backus, who dreams of writing the best play....Durelle Alexander, who longs to be a musical comedy and maybe a flicker star....Ida Bailey Allen, who would alternate work on the air with travel, when she might contact the public and equip herself with more knowledge ....Frances Adair's ambition borders on the altruistic....She wants to build a beautiful home for her mother....Countess Olga Albani yearns to move people by her singing so they'll never forget her.... and Grace Albert, with superb practicality, wants to be a radio success (sic), save a lot of money and travel the seven seas in leisurely fashion....

▼ ▼

Songbird Helen Gleason to be heard on Sunday's "Variety" show at 3 o'clock....she's still uncertain about Hollywood....Lucille Manners knee-deep in responses to fashion contest requests.....She's less sure than ever what clothes are preferred ....Maria Theresa, who calls herself last of the first-formed Isadora Duncan group, will make terpsichorean talk on Ethel Peyser's "Music in Gotham" program.....Elsa Maxwell has elected not to act on the tall-millinery transmitter suggestion anent her commentating on the Easter Parade....

▼ ▼

Pulchritudinous Viola Weller, once of the Follies and Anatole Friedland line-up, is now projecting voice, not face, over WBIG, Greensboro, N. C.....When the First Lady presents the Women's Achievement Award to Katharine Cornell, on March 30, Eunice Howard, NBC thespian, will represent the New York Chapter of Chi Omega....WINS' Sylvia Press is the lass who'll enthuse, microphonically, over Easter furbelows on their Easter Parade broadcast, with corner cops, supercilious chauffeurs, and doggy doormen contributing personal impressions....Dee Collins, widow of Jimmy Collins, the aviator, will become the featured vocalist with the Emery Deutsch Orchestra March 30.... Although Collins himself was auditioning for WOR at the time of his demise, Mrs. Collins is new to radio.

RADIO PERSONALITIES

No. 18 in the Series of Who's Who in the Industry

MARK WOODS, the man who holds the purse-strings at NBC is the net's youngest executive; has been an officer of the company since its formation in 1926. Born in Louisville, Ky., Dec. 27, 1901, he got his Flare for figures at Massey Business College and the Walton School of Commerce. Biz experience working in a naval supply store during summer vacation. Tried for the U. S. Navy during Big Fracas; rejected because of age. After the war he came to New York and took job as bookkeeper with the New York Telephone Company. Job too small, squawked to the powers-that-were. Promoted to contract clerk and then lifted to head of personnel training. From here came the big jump to the radio broadcast department of A. T. & T. Mark then came on to NBC, where he was elected to the position of assistant treasurer, assistant secretary and office manager. Pronto concerned himself with the financial and operating policies of NBC. Later he established offices in Washington, Frisco, Chi, Cleveland, Pittsburgh and Boston.



Pay-off Man for Red and Blue.....

ORCHESTRAS-MUSIC

PAUL WHITEMAN and his aggregation of 30 artists will be heard over the Mutual coast-to-coast net for the first time April 9, from the Drake Hotel, Chicago, via WGN, when the Whiteman contingent succeeds the Lucas band at that hostelry. It will be the first time since 1931 that Whiteman has been heard in the "Windy City." Roy Bargy, pianist, the King's Men, vocalists, Bob Lawrence, baritone, Durelle Alexander, and Ramona and her piano will be part of the entourage.

Claude Hopkins on April 2 and Fletcher Henderson on April 5 will aid charity by making music at Philly Charity Balls.

Yesterday's reference to the song, "Carelessly," which was acquired by Irving Berlin, Inc., from the Norman Ellis Music Publishing Company, omitted mention of the fact that Norman Ellis himself penned and arranged the music.

A new record is established when four pianos play "Tea for Two" on the Hal Kemp program, March 26, 8:30-9.

Larry Broz, who with his band, dispenses a weekly musical offering over WTMV, East St. Louis, has been warbling his own vocal choruses. Gail Lee, local high school girl, does the torchy numbers.

Maestro Ted Fio Rito and his music-making lads will head the bill at the opening of the Greater Texas and Pan-American Exposition's Theater Casino, Dallas, June 12. Lynn Murray's 24 voice male choral ensemble will make vocal music. Phil Harris, Rudy Vallee and Benny Goodman with their respective orchestras, have been signed for engagements.

WPG, Atlantic City, will do an average of six dance remotes weekly to CBS during the dog days, with all the hotels and piers featuring name bands during the hot season.

The piano upon which Wagner composed several operas will be heard over the Columbia network March 29, at 6-6:15 p.m., with Frederick Jagel, Met. Opera tenor vocalizing. Deems Taylor will be commentator.

Barney Rapp and his New Englanders, with Edith Wright as featured songstress, have taken the musical helm at the Hotel Chase, glitter spot in west-end St. Louis, following the Irving Rose Ork. Rapp and his outfit are heard nightly over KWK, 11-11:15.

The original Irving Rose Orchestra is staff band for KWK, replacing Roger Fox and his contingent. Since Rose's death, Rolla Coughlin, former biz manager of the organization, has batoned them. He's now musical director for KWK.

Gardner Nurseries on WIP

Philadelphia — Gardner Nurseries, of Osage, Ia., is back on WIP for three 5-minute ET shots weekly. Contract for an indefinite period, placed by the Northwest Radio advertising Corp.

Flamm to Travel-Talk

Donald Flamm, WMCA president, will be interviewed by James F. Clemenger on his "Highways and Speedways" program Tuesday, 5 p.m., over WMCA-Intercity. Flamm will describe "a tour from Naples to London by auto".

GUEST-ING

MARIO CHAMLEE, on Marion Cole's "Hitching Your Hobby," March 30 (WMCA, 3:45 p.m.).

GERTRUDE LAWRENCE and FORD FRICK, on Show Boat, April 1 (NBC-Red, 9 p.m.).

LOIS BENNETT, on Frank Munn's program, March 29 (NBC-Blue, 8:30 p.m.).

DORIS RHODES, on "Johnnie Presents," tomorrow (CBS, 8:30 p.m.). BARRY McKINLEY and PATTI CHAPIN also signed for later programs.

PAT O'BRIEN, on "Jack Oakie's College," March 30 (CBS, 9:30 p.m.).

STANLEY WORTH, on Adam Miller's program, tomorrow (WINS, 11:45 a.m.).

BOB PURCELL, on "Listen to This," March 30 (WGN-Mutual, 7:30 p.m. CST.).

CLARK GABLE, ADOLPHE MENJOU and JOSEPHINE HUTCHINSON, in "Farewell to Arms" on Lux Theater, April 5 (CBS, 9 p.m.).

PAULINE FREDERICK and SUGAR CAIN on Hammerstein Music Hall, March 30 (CBS, 8 p.m.).

JOHN REDMOND and LEE DAVID, writers of Cotton Club Show, on "Three Little Funsters" program, Sunday (WMCA, 2:30 p.m.)

ANNOUNCERS

GEORGE HICKS, NBC announcer, has been selected to do the announcing for the quarter-hour sun's eclipse program that NBC will broadcast from Enderbury Island in mid-Pacific on June 8. Engineers Walter R. Brown of New York and Marvin S. Adams of NBC-San Francisco staff will handle the controls. Just for this one-quarter hour broadcast, the NBC personnel will have to travel 7,000 miles, which is some kind of a record.

GEORGE FOSTER will announce the dance remotes pumped by WPG, Atlantic City, to the CBS, from Steel Pier. First assignment will be to handle the Shep Fields program tomorrow.

ONE MINUTE INTERVIEW

H. M. BESS

"This year will be the biggest year in the history of radio. Conditions are better and the average advertiser is beginning to see radio as a certainty rather than a gamble. Programs are custom-built with one definite idea in mind, tying up the sponsor and his product."

Coast-to-Coast

PAUL CONLAN, script writer for Ed Wynn, is fast becoming one of the outstanding writers of the present day. Besides the Wynn show, he is turning out some "shorts" for Educational pictures, and in his "spare time" is writing special material for several of radio's leading comedians.

The Martinez Brothers, who recently brought their romantic Mexican tunes to the U. S. from the Rio Grande territory, are so determined to sing in English that they are now studying the language at the Berlitz School of Languages.

Georgia Orwig is a new addition to the talent staff of WSOC, Charlotte. Each Friday morning at 11:45, Miss Orwig, an interesting concert pianist, gives her recital. She has appeared in concert in northern cities and was formerly a featured soloist at KDKA. In private life she is the wife of Dick Faulkner, WSOC's newscaster and special events announcer.

George A. Hazlewood, general manager of Hazlewood, Inc., operating WJNO, West Palm Beach, finds a very responsive audience in the Palm Beaches where "the holders of the nation's purse strings" hold forth. Though only seven months on the air, WJNO is doing a man-size job for its advertisers.

Herb Hollister, manager of KANS, Wichita, Kas., recently back from a New York trip, promises an "important announcement" soon. Meanwhile he's advising advertisers to "play a hunch and place an order at present low rates." Incidentally, folks in this section are still talking about the enterprise displayed by KANS in obtaining the recent Joe Louis boxing exhibition here, despite advance reports that the promoters would not permit the match to go on the air. KANS made a public issue of it, obtained a choice of sponsors, and had Don Evans with his mike at the ringside.

Tom Fizdale, Chicago publicist, was in Cleveland this week in the interests of Fibber McGee and Molly, who switch to a new time April 12 over NBC's Red. Fizdale is driving through the east as far as Boston and New York spreading good will among the radio scribes.

Lilian Largay, pianist at WTMJ, Milwaukee, recently sprained her ankle and has been making her way around with a cane.

Woods Dreyfus, WISN, Milwaukee, singing announcer, is now presenting his programs on Tuesdays and Thursdays at 6:45 p.m., instead of on Mondays and Wednesdays at 7:30 p.m., C.S.T.

M. R. Schoenfeld of NBC, Chicago, recently addressed the Women's Advertising Club of Milwaukee on "Radio As An Advertising Media."

Harold B. McCarty, program director of WHA, Madison, Wis., in an address before the discussion group of the A.A.U.W., declared that systematic education through radio is impractical as long as time is valuable for commercial programs. Sponsors want programs to entertain, not educate, he declared.

Beverly Brown has been assigned to announce and produce the "Buster Brown" shoe programs at WWL, New Orleans. Sponsored by a local firm, the program is a half hour weekly period.

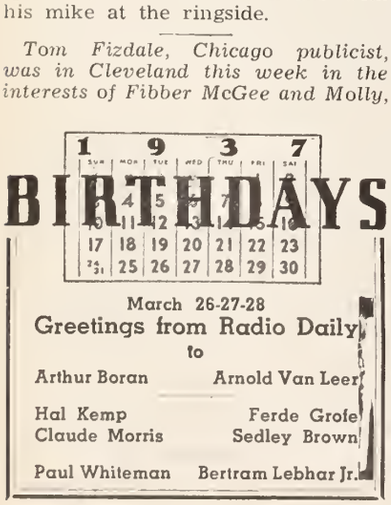
Grady Cole, WBT's news commentator at WBT, Charlotte, has been assigned an office in the WBT suite.

Jane Bartlett, pianist, violinist and singer, Marie Davenport, organist, and Martha Dulin, interpolator and announcer, are being heard in a "Morning Melodies," new show over WBT, Charlotte.

"Out of the Hat," the Easter fantasy written by Ed Cleland of WINS to be produced over the station this afternoon, will feature Elizabeth Morgan, Leonard J. Bickford, Beatrice Allen and Henry Townsend. A special musical score has been written for the play by Louis Katzman.

Jack Webb is the early morning announcer, featured as "Farmer in the Dell" on the new agricultural program over WPG, Atlantic City. Webb was formerly featured on his own "Hill Billy" Hour, and fans recalling his vocal gifts and skill as a guitarist are urging him to add the role of entertainer to his new assignment. His program is a station opener at 7:30 daily.

WPG Talent Contests, broadcast from the stage of the Hollywood Theater, Atlantic City, will continue for at least six more weeks. Next Monday, city and county employees are competing, with a great deal of rivalry already manifested between the police and fire department, and other municipal and county organizations. On the following Monday, the students representing the various schools of South Jersey, will compete for highest honors, according to Charles E. Seel, who is conducting the talent search.



Femme Shaw & Lee

Greensboro, N. C.—WBIG has a feminine team, Virginia Davis and Virginia Wilson McKinney, doing double-talk a la Shaw & Lee of the Jack Oakie show. They appear with Fred Kent and the Boys on Tuesdays at 8 p.m. under the billing of Nip and Tuck. The girls were promoted from the WBIG office staff.

Start New WSMB Towers

New Orleans—Construction of new towers and generators for WSMB will begin here this week, according to station manager Harold Wheelahan. The new work, which will involve an outlay of $45,000, will be carried on the opposite side of the Mississippi River at Algiers, within one mile of the present tower sites at the Naval station. The tower will be by Truscan, while Western Electric will furnish the 1 kilowatt transmitter. Work will be under supervision of H. G. Nebe, WSMB engineer, and Paul Godley, consulting engineer from Washington, D. C.

NBC Baseball Broadcasts

NBC will broadcast the opening baseball games in Washington and New York on April 19 and 20, respectively. Graham McNamee and Tom Manning will do the announcing. NBC will carry the play-by-play account of the Senators vs. Phillies over the Blue network starting at 2:45 p.m. President Roosevelt is scheduled to throw the first ball.

Yankees vs. Washington will be heard from New York on WJZ and WMAL with the same announcer team. Mayor La Guardia will toss the first ball here.

Kraft Staging Big Talent Program

Kraft Music Hall will stage its biggest talent program April 1 with aviatrix Amelia Earhart, who just crashed in Hawaii on her attempted world flight, and John Barrymore doing a Shakespearean bit as two of Bing Crosby's guests, both last minute additions to the program originally scheduled which will also feature the movie actress, June Travis, the Chicago White Sox and the Chicago Cubs baseball clubs as previously announced. Miss Travis's father is the owner of the White Sox.

Dedicate New Transmitter

Seattle — New KOMO-KJR transmitting facilities, erected at a cost of $223,000 and dedicated this week, are enabling the combined stations to give much better programs here, with NBC features. The equipment includes two new RCA 5,000-watt high fidelity transmitters and a 570-ft. Truscon self-supporting vertical radiator, said to be the tallest self-supporting tower in the U. S.



STAR THOMPSON, CBS day supervisor, back at his desk after tussle with flu.

Don Gordon is the new announcer for "Gold Medal Feature Time" on the WBBM-CBS. He was formerly free lancer in Milwaukee and St. Louis.

Emil Waeltis, engineer of Poetic Melodies on WBBM, is the daddy of a new seven pound boy.

Gene Arnold will be interlocutor on the NBC Minstrels which will be aired beginning April 7 over NBC-Blue net at 9:30 a.m. CST each Wednesday. Others in the show cast will be Bill Zeck, Bill Thompson, Harold Peary and Shorty Carson. A male chorus of 10 men, Clark Dennis, tenor and Robert Gately, baritone, round out the talent.

The Manuel and Williamson Harpsichord Ensemble, reported to be the first organization of its kind in radio, will be featured each Wednesday at 9:15 p.m. CST. over the NBC-Blue net starting March 31.

Details for the new 60 minute-Variety show slated to hit the airwaves each Tuesday at 10:15 p.m. over NBC are not quite completed but present plans include a new type variety musical production with several new twists.

Illinois Bell Telephone to sponsor an evening weather report seven-days-a-week starting over WMAQ April 5. N. W. Ayer & Son agenting.

Mar-O-Oil show, with Henry Busse band, previously heard each Wednesday at 3 p.m. CST. over the NBC-Red net, changes its time to 3:15 p.m. CST., beginning April 28.

Emmons Carlson, NBC Chi sales promotion manager, and Carl Webster of local net sales staff off to coast for three-week vacash.

Royal Lace Paper Co. here will sponsor five-minute transcribed announcements on WMAQ beginning April 5.

Edna Means, monologist, has begun a series of quarter hour radio sketches and readings over WCFL on Wednesdays at 9 p.m. CST.

Mary Small headlining in vaude here next week.

Bob Elson returning to his broadcast duties here on April 1 after trip to west coast baseball camps.

"Romance Melodies," Sunday afternoon program with Gale Page and Charles Sears and Roy Shield's ork, moves from NBC-Blue to NBC-Red net with new time of 3 p.m. CST. on Easter Sunday.

Al Vierra and his Hawaiians hit the NBC net from the Glass Hat Room of the Congress here beginning today. Maurie Sherman dance band being aired now from Casino Parisienne over NBC.

Carleton Smith, musical commentator, off to Florida and Nassau, where he will deliver a lecture on Caucasian folk music before group of guests of Sir Bede and Lady Clifford. Sir Bede is governor of the Bahamas.

Radio and Television

PATENTS

Granted March 23, 1937

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

Re. 20,307—WIRELESS RECEIVING APPARATUS. Aristote Mavrogenis, Milwaukee, Wis., assignor to RCA.

Re. 20,311—PICTURE ASSEMBLY APPARATUS FOR TELEVISION RECEIVERS. Franz von Okolicsanyi, Nuremberg, Germany.

2,074,386—RADIO ANTENNA LOCATED IN OUTER EDGE OF RUNNING BOARD. Harvey D. Geyer, Dayton, O. Assignor to General Motors Corp.

2,074,408—DIRECTION FINDING SYSTEM. Percival D. Lowell, Chevy Chase, Md., assignor to RCA.

2,074,440—MODULATOR. George L. Usselman, Port Jefferson, N. Y., assignor to RCA.

2,074,447—CONTROL DEVICE FOR RADIO RECEIVERS. Hans Wunning, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,074,465—DYNATRON OSCILLATOR. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.

2,074,478—SHORT WAVE DETECTOR. Ernest G. Linder, Philadelphia, Pa., assignor to RCA.

2,074,495—CIRCUITS FOR CATHODE-RAY TUBES. Arthur W. Vance, Philadelphia, Pa., assignor, by mesne assignments, to RCA.

2,074,496—TELEVISION DEFLECTING CIRCUITS. Arthur W. Vance, Philadelphia, Pa., assignor, by mesne assignments, to RCA.

2,074,577—RADIO DIAL CONSTRUCTION. Jean Dreyfus, Paris, France.

2,074,687—KEYING. Helmut Feussner, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,074,737—CATHODE RAY MODULATION INDICATOR. Irving Wolff, Merchantville, N. J., assignor to RCA.

2,074,764—DEFLECTION DEVICE FOR CATHODE-RAY TUBES. William A. Tolson, Westmont, N. J., assignor, by mesne assignments, to RCA.

2,074,800—MULTIBAND RADIO RECEIVER. Garrard Mountjoy, Jackson, Mich., assignor to Sparks-Withington Co.

2,074,829—ELECTRON BEAM TUBE. John M. Cage, Schnectady, N. Y., assignor to General Electric Co.

2,074,831—THERMIONIC VALVE CIRCUIT ARRANGEMENT. Harry M. Dowsett and Ernest F. Goodenough, London, England, assignors to RCA.

2,074,852—COMBINED VOLUME AND BASS TONE COMPENSATION CONTROL DEVICE. Walter H. Nelson, Nichols, Conn., assignor to General Electric Co.

2,074,857—TRANSMITTER. Dietrich Prinz and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,074,864—ELECTRON DISCHARGE DEVICE. Bernard Salzberg, East Orange, N. J., assignor, by mesne assignments, to RCA.

2,074,887—MIDGET RADIO RECEIVER. Paul S. Beshore, Kearney, Nebr.

2,074,896—ANTENNA SYSTEM FOR MULTIBAND RADIO RECEIVERS. David P. Earnshaw, Philadelphia, Pa., assignor to Philadelphia Storage Battery Co.

2,074,944—RADIO ANTENNA. Hjalmar E. Sjostrand, Ravala, Grangesberg, Sweden.

☆ ☆ ☆ "Quotes" ☆ ☆ ☆

SEDLEY BROWN: "Radio Row is no place for the person who lacks courage and patience. There are plenty of rough spots in the broadcast business and you must learn to take them in your stride. Radio may be a bed of roses for some. But many more get tangled up with the thorns. If you can take your bumps and come back for more you'll get places in this game. The ability to try all the harder in the face of adversity is the difference between the failure of some and the continued success of others."

MARY SMALL: "Now that I am grown up I'll confess why, as a child singer I never was afraid of the microphone. Life to children is a dream world and they are whatever their imaginative minds make them. In my mind I was always a grown-up and imagined myself to be a composite of all the best singers in the world. Therefore it was no trick at all to broadcast with a feeling of confidence."

JAMES MELTON: "Most of the time I actually can't be sure I'm singing unless I put my hand up to my ear. It's almost like singing in a void when you're in the world's largest studio with Robert Emmet Dolan's orchestra playing right beside you. All you hear is musical accompaniment."

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

UNSOLICITED

Your sample copies of "Radio Daily" have sold me on a subscription—as the enclosed check testifies. Radio is indeed growing up when it can inspire a daily publication that gives the real news—and all the news—of radio—in a business-like fashion without the customary "who cares" fillers on what a star likes for breakfast or why he wears polka-dotted ties. Radio eds all over the country must be sending up a sigh of relief that they no longer need wade through pages and pages of inconsequential chit-chat, now that they have your "Daily" as a speedy means of verifying (or contradicting) their own views on the new air shows—and of following the current news as it breaks along Radio Row.

Sincerely,

DOROTHY MATTISON, Radio Editor, Worcester (Mass.) Telegram and Gazette, and Sunday Washington (D. C.) Star Columnist.

Owners of
WTAG
RADIO STATION

The only daily trade paper devoted exclusively to the better interests of commercial radio and television—

RADIO DAILY

1501 BROADWAY :: NEW YORK, N. Y.

☆ ☆ STATION EQUIPMENT ☆ ☆

WTMV Equipping New Studio

East St. Louis, Ill.—WTMV is equipping a new studios with a view to taking care of more live talent shows.

The station recently completed installation of new Western Electric 23-A speech input console in the main control room, thus ending the task of entirely refurbishing the equipment. Three months ago a RCA 250-watt transmitter permitted this station to take advantage of a FCC power boost grant.

Speak-O-Phone Recorder

A new recorder embracing many improvements has been put on the market by Speak-O-Phone Recording and Equipment Co., New York. It is designed for studio, commercial, broadcast, educational or individual recording.

The Speak-O-Phone recorder comes equipped with crystal or ribbon microphone, 25 feet micro cable, meter indicator, head-phones, permanent diamond recording stylus, three-section collapsible chromium floor stand and twelve 8-inch test records.

Sets for Argentine Farms

Argentina's Ministry of Agriculture has appointed a committee to determine the type or types of radio receiving sets suitable for use on the farms and ranches of that country, Assistant Trade Commissioner J. D. Walstrom, Buenos Aires, states in a report to the Department of Commerce.

The general plan is to select one or more types combining adequate performance with low cost, and to promote the widespread use of these sets among the farmers and ranchers. Due to the advanced stage of the Argentine radio industry, it is believed that the locally-established manufacturers and assemblers will be in the best position to compete.

New Antennas at Riverhead

Riverhead, L. I.—Engineers at the huge RCA international radio communications station this week set a number of 130-foot wooden poles for the support of new antennas to be used in transatlantic work.

The poles are believed to be the largest one-piece masts in the East, with an average length of 130 feet and an average weight of four tons. They are Douglas fir, sent from the state of Washington.

The new antennas, when completed, will have an increased average height of 60 to 70 per cent over those previously employed, which is expected to result in more efficient operation in the longer part of the so-called short wave band of radio wave lengths employed in international communication. The radio engineers said that the shorter the wave the greater its penetration into the earth's outer atmosphere before "rebounding" back to earth. This influences the angle at which the wave arrives at a distant receiving antenna. Analysis of this phenomena indicates that antennas of greater height will be more effective for certain wave lengths.

Philco Auto Radio In England

Philadelphia — The Philco auto radio is now exclusively approved as standard optional equipment by 21 automobile manufacturers in Great Britain, virtually the entire list, according to Russell L. Heberling, president of Transitone Automobile Radio Corp., Philco's domestic auto radio division. In addition, the De Havilland and Moth aircraft also list the Philco as standard optional equipment.

Station Improvements

Anderson, Ind.—WDEV has asked the FCC for permission to install automatic frequency control.

Oakland, Cal. — License to cover construction permit for a new antenna and to move transmitter and studio has been asked from the FCC by KLS.

Rochester, Minn. — Authority to make changes in equipment and to increase power is being sought by KROC from the FCC.

Sioux Falls, S. D.—KSOO has applied to the FCC for authority to change equipment and increase power to 5 kw.

Rockford, Ill.—License to cover CP for changes in equipment, new antenna and increase in day power has been asked of the FCC by WROK.

"Salt-Shaker" Mike Popular

Attesting to the popularity of Western Electric's new "Salt-Shaker" microphones, WOR this week increased its total number of such mikes to 33 by placing an order for 25. Chief Engineer Jack Poppele of Bamberger Broadcasting Service plans to use these diminutive and versatile mikes for many purposes around the studios and out on remote pick-ups.

Without its little detachable disc baffle, the salt-shaker mike may be suspended from overhead or mounted on a floor stand for universal pick-up, responding equally well to sound waves arriving from all directions. However, if it is decided that the character of the program being prepared for is such that a directive microphone is preferable, it is only necessary to apply the small baffle over the business end of this microphone, and by means of the swivel joint in its base it may be literally "aimed" at the desired sound source. The salt-shaker is then ready to accept a maximum of sound from this direction and a minimum from other directions.

New Pads for Audio Circuits

St. Paul—Hector R. Skifter, consulting and manufacturing radio engineer, announces a line of fixed pads for general use in audio circuits. The pads are made in two types. Type P4 is designed to plug into a four prong tube socket and is two and three fourths inches high and one and one half inches in diameter. Type W4 is made in a fiber tube two inches long and one inch in diameter and is furnished with flexible leads. Accurate wire-wound non-inductive resistors, impregnated in wax, are used and both types may be had in any value of attenuation and impedances.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

May 18: John D. Fields, Inc., Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 Kw., 5 Kw. LS unlimited.

May 19: Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS. unlimited.

Black River Valley Broadcasts, Inc., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS. unlimited.

May 21: Ashville Daily News, Ashville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Amarillo Broadcasting Co., Amarillo, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

May 24: Carolinas Radio, Inc., Charlotte, N. C. CP for new station. 880 kc., 500 watts, 1 Kw. LS. unlimited.

Voice of Detroit, Inc., Detroit, Mich. CP for new station. 1120 kc., 500 watts, 1 Kw. LS. unlimited.

May 26: J. K. Patrick & Co., Athens, Ga. CP for new station, 1310 kc., 100 watts, 250 watts LS. unlimited.

John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

June 1: W. H. Hartman Co., Waterloo, Iowa. CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

WELI, New Haven, Conn. CP for mod. of license. 930 kc., 250 watts, 500 watts LS. unlimited, be granted.

Lawrence K. Miller, Pittsfield, Mass. CP for new station, be denied.

KRLH, Midland, Tex. CP for mod. of license, be denied.

H. O. Davis, Mobile, Ala. CP for new station, be denied.

Virgil V. Evans, Gastonia, No. Car. CP for new station, be denied.

J. L. Statler, Muscatine, Iowa. Authority to transmit programs to stations in Canada and Mexico, denied.

Harold Thomas, Pittsfield, Mass. CP for new station, be denied.

COMMENTS On Current Programs

Burns and Allen

It was a very sentimental occasion the night when George Burns and Gracie Allen said farewell to the Campbell Tomato Juice program, to Tony Martin, Ken Niles, Henry King's orchestra and to CBS preparatory to taking their Grape Nuts spot on NBC. Amenities were exchanged with a sincerity and amiability that couldn't help being appreciated by dialers. As a farewell token to their sponsor and CBS (for which concern the stars had appeared for the past five years) George and Gracie presented one of the finest comedy scripts of their career. Everyone connected with the show should feel mighty proud of their efforts. Ken Murray and Oswald, Lud Gluskin's orchestra, with Shirley Ross as vocalist, succeed Burns and Allen next Wednesday. The forthcoming show received no end of plugs from the departing stars.

Whiteman's Birthday Program

Paul Whiteman's birthday program over the NBC-Blue network was an impressive cavalcade composed mostly of numbers made famous by the King of Jazz over the years. Whiteman's orchestra, combined with the NBC Symphony program, presented what should appear a very good show worthy of sponsorship. It should be reported that Graham McNamee, who did the commentating relative to the Whiteman testimonial, was never in better form at the mike.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 34 | NEW YORK, MONDAY, MARCH 29, 1937 | FIVE CENTS

Mutual's 2 Coast Shows

15-MINUTE NEWSCAST IS SIGNED BY WABC

Household Finance Corp., Chicago (personal loan service), on April 5 will begin a new series of quarter-hour news United Press news broadcasts on WABC, ...ondays through Saturdays, 7:45-8 a.m. This is the largest news broadcast contract yet to be signed by CBS. Batten, Barton, Durstine & Osborn Inc. placed the account.

More Names Signed For Chevrolet Disks

Art Jarrett, Reed Kennedy, Arline Jackson and Shirley Howard are further additions for the disk series now being cut by Chevrolet. The four soloists were set by the Jack Arthur office.

Chicago Engineering On 6 Mutual Stations

Chicago — Chicago Engineering Works (air conditioning and refrigeration equipment) will start a 13-week series of quarter-hour programs on six Mutual stations (WGN, WOR, WLW, CKLW, WCAE, WGAR) beginning tomorrow, 7:45-8 p.m. Program will feature Kay St. Germaine and the "New Dixie Demons," a jam band, keyed from WGN. Critchfield & Co., placed the account.

Armstrong Heads Colored Show

Louis Armstrong will be featured in the first all-colored radio commercial to hit the air. The sponsor is the Fleischmann Yeast Co.

WOW to Celebrate

Omaha—WOW on April 2 will celebrate its 14th birthday. John J. Gillin, Jr., manager, has planned a big party for the occasion.

Also on the receiving end of felicitations at WOW next month will be Thomas B. Chase, announcer and head of the station's transcription department, who will celebrate his 14th year as a broadcaster April 18.

Only Human

Philadelphia—Charles H. Ingersoll, the dollar watch tycoon, journeys from New York each Friday to carry on a pet hobby of chatting about current events over WDAS here. Being the man "who made the watch that made the dollar famous," studio officials never worried about his making the spot in time. But the millenium came a few days ago. Ingersoll was late for his broadcast. Not only wasn't the watch king watching his time, but he even forgot his watch.

ASCAP BLAMES BILLS ON SMALL STATIONS

Independent, unaffiliated radio stations were blamed for the raft of proposed legislation against Ascap at the 22nd Annual Meeting of the organization held last week in the Ritz Carlton Hotel. More than 500 members and officials attended. Usual speeches were heard around the

(Continued on Page 3)

Pan-Amer. Syndicating "Charm School" Program

Pan American Broadcasting Corp. will syndicate to stations its "Charm School of the Air," program heard locally on WMCA. Show is edited and produced by Edythe Melrose, who did a similar program for years on

(Continued on Page 8)

Oldtime Melodrama Series With Former Film Stars and a Community Sing Starting Next Month

NEW P. & G. SERIES ON NBC PACIFIC NETWORK

Continuing its 1937 plans to spend more money for radio advertising Procter & Gamble Co., Cincinnati (Crisco), will begin a new series of musical programs on the "Women's Magazine of the Air" on five NBC-Red Pacific network stations beginning April 5, 3:30-3:45 p.m. (PST), Mondays through Fridays. On April 26, time period will be shifted to 2:30-2:45 (PST).

Including this commercial, NBC now has 17 P. & G. shows on its network exclusively. Compton Adver-

(Continued on Page 6)

WTMV Renews Efforts For Phone Interviews

East St. Louis, Ill.—Prevented from broadcasting their "Telechats" program a month ago, WTMV officials William H. West and Woody Klose are currently meeting with Southwestern Bell executives in an effort to arrange some amicable handling of the program.

"Telechats" featured the use of the telephone as the medium for inter-

(Continued on Page 8)

Mutual Broadcasting System will air two coast-to-coast features originating in Hollywood early next month, most important one being a new production which will bring to the mike oldtime movie stars in famed melodramas of the Gay Nineties and early part of this century. Word from the Coast indicates that Lew Weiss, Don Lee general manager, is confident that it will go commercial, probably for a beer account. Rights have been obtained for the mellers by Don Lee and will include such titles as "Nellie the Beautiful Cloak Model," "East Lynne," "Ten Nights in a Bar Room." Opener will

(Continued on Page 2)

American Can Renewing Bernie on 59 NBC-Blues

American Can Co., (Keg-Lined cans) on April 27 will renew the Ben Bernie program on 59 NBC-Blue network stations, Tuesdays, 9-9:30 p.m., for another 13 week run. Fuller & Smith & Ross Inc. placed the account.

Plan National Campaign On Wash. State Apples

Seattle — Local office of J. Walter Thompson Co. is launching a national radio campaign on behalf of Washington State Apples Inc. It is planned to use 28 stations, with women's hour programs and spot announcements featured.

☆ THE WEEK IN RADIO ☆

. . . Transamerican and WLW Wire

By M. H. SHAPIRO

EASTERN elbow room for WLW, with Transamerican as sales representative, brought WHN, New York, in to the picture with WFIL, Philly, and WQV, Pittsburgh, en route. New web is scheduled to get under way today. WFIL will maintain its Mutual and NBC-Blue status . . . WLW is powerful in more ways than one and the New York angle looks like a smart move. . . .

Technicians of NBC and CBS were set for a 40-hour week on or before Sept. 1 . . . they are so-called "inside unions," somewhat of a company union, presumably . . . John H. Bachem stepped up to be assistant to Roy C. Witmer, NBC v.-p. in charge of sales, and Ken Dyke, formerly general advertising manager for Colgate-Palmolive-Peet, goes into Bachem's spot effective April 1.

Texas stations received recognition for radio's usual humanitarian and public service in time of distress . . . this time the sad occasion being the New London school house explosion . . . NBC hastened to broadcast its apology for inadvertently cutting off the speech of Gov. Cox of Ohio . . . the governor by the way is more or

(Continued on Page 2)

WTMJ Poll Results

Milwaukee—A plea for shorter commercial announcements and fewer serials was voiced by listeners of WTMJ, The Milwaukee Journal station, in connection with its seventh annual radio poll. A request for the return of Fred Waring, "Crime Clues" and the Mills Brothers was also made by listeners. Some suggested more educational and religious programs.

RADIO DAILY

Vol. 1, No. 34 Mon., Mar. 29, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.
Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Saturday, Mar. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169⅝	169½	169½	.....
Crosley Radio	24	24	24	— ⅜
Gen. Electric	57⅞	57⅜	57⅝	+ ½
North American	54	54	54	— ⅝
RCA Common	11¼	11⅛	11¼	+ ⅛
RCA First Pfd.	76¾	76¾	76¾	.....
Stewart Warner	19⅛	18¾	19⅛	+ ⅛

NEW YORK CURB EXCHANGE

Majestic	4¼	4¼	4¼	+ ¼
Nat. Union Radio	3⅛	3	3⅛	+ ⅛

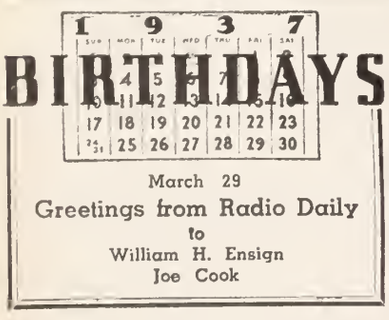
Spot Series, Kid Club For Wesson Oil on Wor

Wesson Oil & Snowdrift Sales Co., New Orleans, will start a spot program in the WOR-Uncle Don participation hour on March 31, with announcements Mondays through Saturdays, 6:30-7 p.m.

Beginning April 7 the sponsor will start the "Veg-Eat-Ers" children's club which will encourage children to eat vegetables prepared with Wesson Oil. All entrants in the club will receive membership cards and a recipe book for their mothers. Later a premium will be announced on the program. Calkins & Holden Inc., has the account.

Hugh Shields to Stump

Bridgeport—Hugh Shields will take a leave of absence from WICC during April to fill speaking engagements in various eastern cities.



☆ THE WEEK IN RADIO ☆

. . . Transamerican and WLW Wire

(Continued from Page 1)

less in radio himself, one connection being none other than WHIO.

Revised music code for the pop music industry was okayed by the music men and forwarded to the Federal Trade Commission . . . radio is concerned with the fair trade practice clause therein . . .

Resale of station licenses was attacked in Congress, by Wigglesworth (Rp., Mass.) who again harped on the over-worked monopoly cry . . . bill calling for state radio control and for the acquisition of WGST in Atlanta, was Georgia's legislative move . . . both houses in Washington passed the bill providing that actual operation of all transmitting apparatus in any station for which a license is required, shall be carried on only by persons holding an operator's license . . measure went to the White House . . .

Jesse Butcher joined the station relations staff of NBC . . . NBC incidentally took on three additional outlets in WLEU, Erie; WRTD, in Richmond, and KANS, Wichita . . . giving the web a total of 121 . . . contest statistics revealed 217 contests and offers were used on CBS in 1936 . . .

Foreign radio is showing signs of going commercial to a greater extent than the limited spots now active in France, Spain, and Luxembourg . . . Scandinavian countries and Austria are beginning to see the light . . . at least an opening wedge is being made . . .

CBS annual stockholders' meeting voted for a two-for-one stock split-up . . . 1,500,000 shares of $5 par value will be increased to 3,000,000 shares of $2.50 par value . . . Frank White was elected treasurer, succeeding Mefford R. Runyon, who is to devote all of his time to general executive work.

New WISN Transmitter In Operation by June 1

Milwaukee—WISN, the CBS affiliate here, expects to have its new 1000 watt RCA transmitter with its new vertical antenna in operation by June 1, the station announces.

Construction of a new transmitter house atop the Public Service Bldg., is scheduled for completion about April 15, dovetailing with the arrival of the transmitter from Camden where it is now being built. When completed the building will include all modern conveniences for the comfort of the engineers such as air conditioning, modern lighting, and shower bath.

Blaw-Knox is constructing a 254-foot vertical antenna with a 100 watt airway beacon with flasher on top as an aid to aviation. Plans for the dedication program will be announced soon.

G. W. Grignon is manager of WISN, which is owned by Hearst Radio Inc.

Mutual Instant Reversal Goes Into Effect May 15

Mutual Broadcasting System on May 15 will have in effect an instant reversal line to the Coast and Don Lee web.

Complete switch now takes 15 minutes to put through, unless there is a split feed in effect with each half of the chain already hooked up.

Bing Crosby Real-Estater

West Coast Bureau of THE RADIO DAILY

Hollywood — Bing Crosby has enlarged his field of activity to include the real estate business. A new office building, now under construction in Hollywood, is being built by him. The Rockwell-O'Keefe offices will occupy the penthouse.

Mutual System to Air Two Shows from Coast

(Continued from Page 1)

be none other than "Curfew Shall Not Ring Tonight."

Former movie stars of the silent era who will be heard on the show include: William Desmond, Clara Kimball Young, Maurice Costello, Minta Durfee Arbuckle, William Farnum, Lionel Atwill and others. First show is scheduled for Saturday, April 3 at 9:30-10 p.m. Until April 24, this program will alternate (on WOR) with the Chicago Symphony, after which the meller will be a regular feature.

Later in the month, Tuesdays 10-11 p.m., Don Lee studios will also feed the coast program called "Sing Time," a community sing with comedy, now heard over KHJ in cooperation with the Fox West Coast Theaters. Although a commercial on the Coast it will arrive in the East as a sustaining. Talent includes Ed Lowry, Harry Savoy, Joe Marks, Milton Watson, Peggy Bernier and the Bryant Sisters.

Bert Phillips Starting Transcription Service

West Coast Bureau of THE RADIO DAILY

Los Angeles—Bert A. Phillips, former sales manager for MacGreggor & Sollie, and before that sales chief for Don Lee Columbia office, is launching into the transcription business, which will build up a library exclusively of dramatic transcriptions. Library expected to go into service April 15, under name of Consolidated Transcriptions Co. Offices at 553 South Western Ave.

COMING and GOING

DONALD FLAMM, president of the Inter-City network, left Saturday for a seven-day cruise to Havana and Nassau.

DON SHAW, radio head of McCann-Erickson, Inc., is back in town after a trek through the west.

DEANNA DURBIN arrived in Philadelphia on Saturday for recording on her new picture.

JAMES BEGLEY and AL WOTTEN of KYW's program department and J. F. M. PROULX, office manager, and their wives, spent Easter Sunday in Magog, Canada.

MABEL ALBERTSON, who writes and acts in Joe Rines' NBC show, will leave within a month for a honeymoon with her husband, KEN ENGLUND, comedy script writer. They will tour California for three months and then a cruise to Hawaii.

MICKEY ALPERT returned today from a holiday trek to Boston.

HENRY PHELPS, chairman of the board of the American Can Co., sailed Saturday on the Santa Paula for southern ports.

HERBERT PETTY, WHN associate director, to Washington, D. C., on business.

CONRAD THIBAULT leaves the coast after his April 13 Fred Astaire show date and flies east to keep a Lehigh University concert engagement, after which he hops back to Hollywood for the April 20 show.

KIRBY CUSHING, sports commentator for KYW, Philadelphia, leaves for Florida today to cover the training camps. Will return on April 10.

A. W. DANNENBAUM, president of WDAS, Philadelphia, back at his desk after a trip to the West Indies.

DAVE RUBINOFF leaves today for a concert tonight at Bristol, Conn.

Rippling Rhythm Revue Undergoing Cast Changes

Rippling Rhythm Revue, heard over the NBC-Blue net on Sunday, 9-9:30 p.m., is undergoing a change in personnel. The Canovas, scheduled to make a movie, leave for Hollywood today. With six weeks remaining on their present contract, the comedians are attempting to drop amiably from the show. Next Sunday they will be piped in via special wires from the west coast. The following week will probably see a new comedy act stepping in and the Canovas absent.

At present sponsors are attempting to sign a comedian who will effectively emcee the show. George Jessel, who did some guest shots on the program recently, definitely will not be signed. Frank Parker and Shep Fields' orchestra remain. Lennen & Mitchell is the agency.

KANS Boosting Power

Wichita, Kas.—KANS, which has just affiliated with NBC, is applying to the FCC for an increase in power and a change of frequency. Furgason & Aston are the station's national reps.



KLS Radio Village All Set for Opening

Oakland, Cal. — An innovation in radio showmanship, Warner Radio Village, will be thrown open to the public on Thursday when KLS officially begins 24-hour operation on its new frequency, 1280 kc.

Located in what was formerly a second floor garage, the Radio Village combines the studios and transmitter of KLS with nine branch salesrooms designed for rental to local advertisers. Eight have already been leased.

Resembling small cottages, the salesrooms are faced with imitation stone, each different, grouped around a central court. With 25,000 square feet of space available, ample room for visitors is assured.

Along the ramp leading from the street ten display windows have been constructed, most of which are already rented.

Studio facilities include a large studio capable of seating 200 persons and another with room for 40 persons. Reception courtyard with lighted fountain faces the control room.

The Radio Village was conceived by S. W. and E. N. Warner, station owners. KLS is a 250-watter with ether fare of discs and foreign language programs.

Chicago Mummers on WGN

Chicago — The Chicago Mummers Theater Inc. will go on the air for the first time on the Bowman Fireside Theater this Wednesday night 9:30-10, over WGN. Mummers was started at Crane Junior College six years ago and reorganized when Crane was discontinued.

They will present Arch Oboler's "The Luck of Mark Street." Mark Street will be played by Milton Kanter, advertising manager of Precision Scientific Co. and member of Chicago Comic Opera's Gilbert and Sullivan group. Other roles taken by Al Short, paper salesman and sports referee and coach; Bernice Rea, manager of a South Side apartment hotel and one-time professional dancer for Balaban & Katz; Gertrude Berman, San Statland and Sam Malen.

Heidt Switches Product

Alemite program, heard over CBS net Mondays, 8-8:30 p.m. and featuring Horace Heidt and his band, will plug Stewart Warner radios effective April 5. Hayes McFarland Advertising agency, Chicago, has the account.

AGENCIES

CARL E. WIDNEY, recently with the Ralph H. Jones agency and previously with J. Sterling Getchell and Lord & Thomas, has joined the staff of Arthur Kudner Inc. in an executive capacity.

J. C. BURTON, formerly with Young & Rubicam, has joined the copy staff of Arthur Kudner Inc.

McCANN-ERICKSON'S Cleveland office is handling the Gruen Watch radio program.

NEW PROGRAMS—IDEAS

"The Boners Court"

Denver — Wesley Battersea, KLZ production manager, presents one of the most popular shows in the Rocky Mt. region. "The Boners Court." It moves fast, is very clever and entertaining. All announcers face the court once a week and are fined 10 cents per boner, with the court proceedings aired.

Program Director Arthur Wuth wears the robe of Justice and bangs the gavel for this increasingly popular studio show. Listeners sending in the best or juiciest boner for the week receive two free theater tickets. These tickets are financed from the fund of 10 cent fines.

Hizzonor, Judge Art Wuth, listens to no alibis and any offender who takes exception to his rulings receives an additional fine for contempt of court.

WMT "Fireside Phantasy"

What is believed to be an entirely revolutionary program idea in the middle-west, hits the air every Sunday afternoon over WMT, Cedar Rapids-Waterloo, with local furniture store sponsoring the show. Program is known as "Fireside Phantasy" and features Allan McKee as the "day dreamer." Dramatic bits from listeners favorite poems are dramatized against an organ background. Poem is read at the conclusion of each skit. Show is proving itself to be one of the most popular programs heard over WMT.

Radio Baseball Contest

Joplin, Mo. — The question and answer type program which has become so popular is being used by WMBH in a Radio Baseball League with teams sponsored by 8 business concerns in a 28-game schedule, games being played four nights a week. It is a 30-minute program for each game.

The announcer is the pitcher all the time. He draws questions from a box and reads them, one at a time, to the various batters. The questions are answered and the answers are graded as outs, singles, doubles, triples or home runs, according to the relative difficulty.

Talks on AAA Benefits

A series of short talks to farm folk explaining the benefits to be derived through the AAA has been arranged by KDKA, Pittsburgh. The speaker will be Henry Jarrett of the Department of Agriculture, and the broadcasts are scheduled for April 3 at 12:23 p.m. and April 6 and 8 at 6:38 a.m.

Ascap Blames Bills On Small Stations

(Continued from Page 1)

banquet table, among those who addressed the gathering being Gene Buck, president; Gustave Schirmer, treasurer, and E. C. Mills, general manager. Others who spoke, not including annual reports, etc., were Deems Taylor, Otto Harbach, Billy Hill, Irving Caesar, L. Wolfe Gilbert, John G. Paine, Walter Douglass, Charles Schwartz, general counsel and Mrs. Ethelbert Nevins.

Buck touched on the availability angle, stating that it was difficult to classify a composer's worth merely through a performance and place evaluation on same. He mentioned the work of the committees seeking to classify writers and publishers so that their dividend would be commensurate with their value and that the work of these committees was an outstanding honest and painstaking job.

Mills mentioned his trip across the country and the many state bills pending and passed which are intended to cripple Ascap activity. A precedent would soon be established, he hoped, which would curtail the anti-activity in many other states. Independent radio men and not the networks were active in this respect, in the opinion of Mills. Duffy measure was also discussed.

Paine, chairman of the board of the Music Publishers Protective Association, spoke on the necessity of adapting the industry and individuals in it to the new era which seemed to be swallowing the individual in favor of groups. Group activity was the order of the day, such as the sit-down strikes and growing disregard for property rights. Since property rights was the main stock in trade of the copyright owners, songwriter and publisher, it behooved the music men more than ever to act as a group and strengthen their respective organizations, Paine said.

Gilbert gave the Hollywood lowdown and items from the film writing colony.

Committee was selected to study the grand rights situation, the group being headed by Deems Taylor, chairman, and including Leopold Godowsky, Lazar Saminsky, Henry Hadley, George Fischer and Carl Engle.

Consensus of opinion was that Ascap would come through the legislation tangle all right, but before the eventual quiet-down there would be considerable disturbance and extra costs for attorneys, etc.

Advance Games on WWJD

Chicago—John Harrington is flying to Arizona to broadcast the pre-season baseball games between Chicago's White Sox and Cubs starting April 2. Kellogg Co. is sponsor and the broadcasts will be heard over WWJD. Harrington will also give the play-by-play for the regular season.

JAMES MADISON
for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

PROGRAM IDEAS BLOOM IN PRODUCTION CONFAB

Raleigh, N. C.—At a recent production conference, called by WPTF executives to discuss program ideas for an interested sponsor, ideas for five new shows were evolved.

One proposal called for a program to be known as "The Musical Switchboard," which briefly had to do with a typical telephone operator receiving calls early in the morning, connecting certain plugs for requested tunes, and connecting others for brief commercials. Then it was suggested that a program known as "How's Your I.Q.?" might not be amiss, with a master of ceremonies staging a question-and-answer contest in the studio with participating teams selected from civic clubs in this section.

Still others suggested weekly broadcasts direct from the homes of prominent citizens of Raleigh, who had been designated the outstanding citizen of the week; broadcasts from hotel lobbies in Raleigh known as "Mr. and Mrs. Tourist"; "Today," mentioning every important fact, name and event of this day in history, and "Around the Parlor Lamp," a friendly resume of the day's happenings, as seen in the eyes of a typical small-town family. Production Department members offer additional suggestions for each idea and soon a composite whole is ready for program-building and sponsorship.

Starts Coronation Talks

Sir Gerald Campbell, British consul general in New York, on Thursday will start NBC's list of programs on the Coronation. He will speak at 8:30-8:45 on the NBC-Blue net.

Two Coronation authorities, Blevins Davis of the Yale drama department, and Howard Marshall, British journalist and radio observer, have been signed by NBC for its coronation coverage. William H. Green represented Davis in the NBC deal.

Durelle Alexander Signed

Durelle Alexander, formerly a featured vocalist with Paul Whiteman, has been signed to a two-year contract by Columbia Artists, Inc. Singer has already been set for a Thursday spot over CBS and will be heard from 3-3:30 p.m. James Appell set deal.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

NEW BUSINESS
Signed by Stations

WHN, New York

Utilities Engineering Institute have signed a 13-week contract with WHN for a new series to begin March 30. Program will consist of musical recordings and will be heard Tuesdays, 5:45-6 p.m.

WNEW, New York

Roessler Furniture Co. and Paramount Theater, Newark, will cosponsor a series over WNEW beginning March 30 and heard Tuesday and Friday from 9-9:30 p.m. thereafter. Show will be called "Quiz Contest" and will emanate from the stage of the Paramount. Contract calls for 13 weeks. Scheer Advertising agency, Newark, set the deal.

KYW, Philadelphia

Chappel Bros. Inc. (dog food), Rockford, Ill., five-minute shot, thrice weekly, through C. Wendel Muench & Co., Chicago.

Rubinoff's Chevrolet disks renewed, through Campbell-Ewald, Detroit.

WMAL, Laurel, Miss.

Carter Medicine Co., renewal for one year, five announcements weekly, through Spot Broadcasting.

WDAF, Kansas City

Insured Savings & Loan Ass'n of Kansas City, six-month contract for quarter-hour Sunday afternoon show, "The Little White House", featuring Russell Morrison, formerly with Victor Young, and a string ensemble.

WWJ, Detroit

Detroit—Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), on April 5 will begin a series of sports broadcasts, Mondays through Saturdays, 7:45-8 p.m., on WWJ here. McCann-Erickson Inc., New York, placed the account.

WCKY, Cincinnati

Procter & Gamble (Camay Soap contest), 20 1-minute ET spots, through Pedlar & Ryan Inc., New York; General Foods (Certo), 52 1-minute ET spots, through Benton & Bowles, New York; Procter & Gamble (Crisco), 300 1-minute ET spots, through Compton Advertising Co., New York; Longines-Wittnauer Watch (Longines Watches), 300 spots, through Arthur Rosenberg Co. Inc., New York; Climax Cleaner Manufacturing Co. (Climax Cleaner), 13 spots, through Krichbaum Co., Cleveland.

KFI, Los Angeles

Carter's Little Liver Pills, 260 one-minute disks, running one year, through Street & Finney agency, New York.

KEHE, Los Angeles

Bireley's Orange Juice, through Phillip J. Meany agency, has signed for a five-nights-a-week series of kid mystery thrillers, "Detective Dalt and Zumba," starting April 5. Lasses (White) 'n Honey (Wilds) move off the air to give the new program time, go to Birmingham, to start a 9-month contest.



● ● ● **What did they do in B. R. (before radio)?....NBCaster George Hicks definitely did not learn to speak the "King's English" while driving a truck....On the other hand, Announcer Don Lowe must have been inspired by Mother Nature while planting flowers and cutting the shrubs.... Announcer Don Kerr never had clean shirts or a smooth-shaven face when working as a stoker at the gas works in Peoria....Announcer John Mayo (he was formerly FDR's announcer) had the time of his life monkeying around with chemicals and solutions after the war....Paul Tremaine had three fights in his life and soon learned that the canvas of the squared-circle wasn't as soft as sleeping in bed....Hollywood Hotel's Bill Bacher can't figure out why his years in college, studying for dentistry and the bar (and even practicing these professions), made him suitable for the grand job he's doing.**

● ● ● *Charles E. Green, head of Consolidated Radio Artists (and one of the mightiest men in the industry today) wasn't worried what band goes into the Drake Hotel in Chicago or the New Yorker when he taught kids in an Indiana public school the music scale and the difference between a minor and a major clef....Milton Roemer didn't know the difference between Crooner Rudy Vallee and Crooner Ozzie Nelson when in the furniture business....Ann Richardson, Green's assistant, was private secretary to a circus magnate....Frank Burke was a police reporter on the Minn. Tribune and Vick Knight had more fun interviewing "We, The People" and real "Gangbusters" while scribbling for a Cleveland newspaper at the same time that John Royal was managing the RKO Palace there!*

● ● ● **Bandleader Jerry Blaine had more trouble telling people how the stock market was "today" while a broker than he does picking the songs for his air show....Former FCC secretary Herb Pettey (now associate director of WHN) was a cow-puncher and had a mean brand....Maurice Barrett finds putting funny shows on the air more interesting than being funny as a clown for the Cole Brothers circus....Eddy Duchin before pounding a piano in Leo Reisman's band thought he was a genuine chemist working as a soda clerk in New England....Morton Downey's voice must have sounded cute shouting "Wuxtra! Wuxtra!"....F. C. (Cork) O'Keefe was the guy they modeled the "Devil Is NO Sissy" phrase because he socked a mean ball over the fence while up in New England....Glen Gray learned mighty soon that the wind going into sax-tooting was much easier than the wind exhaled loading and unloading freight in Roanoke.... Emery Deutsch had a gag all his own. He sold newspapers and chewing gum but immediately opened a "branch office" by entering saloons with his brother Arnold, who did the peddling while he played the fiddle for sympathy.**

● ● ● *Phillips Lord was a college prof., while Gabriel Heatter was a press agent for a Brooklyn maternity hospital and Donald Flamm had his troubles getting the name "Shubert" in print.... Frank Parker had many doors slammed in his face while selling insurance, whereas Frank Munn was always welcomed at the back door because he was a garage mechanic....Jules Seabach was set for the ministry and Tommy Rockwell was a cracker-jack salesman....Jonie Taps was a jewelry salesman, while Buddy Clark helped his father in their Boston tailor shop....J. Harold Murray was a songplugger and people laughed when Henry Dunn tried to sing a tune with the aid of a megaphone....Does it matter what they did before?....Just an "opener" insofar as conversation is concerned!*

PROMOTION

WBAL Uses Magazine Cover

WBAL, Baltimore, is helping to sell its service by a full page, back cover ad in Baltimore, official publication of the Baltimore Association of Commerce, with membership of several thousand. At the top appear pictures of an oyster and a man stewing in a pot. "Maryland is our oyster, so don't be in a stew about your advertising problems," it states. The ad says WBAL will present and sell products in the eighth largest market in the U. S. It also urges the use of WBAL in summer advertising plans to kill the so-called summer slump in any business.

KOMO-KJR Supplement

Heralding the completion of the new facilities of KOMO and KJR, local NBC network outlets in Seattle, the Seattle Post-Intelligencer, Hearst newspaper, included a special supplement in its Sunday issue of March 21. With an attractive three-color front page headed "Radio and Electrical Progress", the eight-page supplement sets forth the KOMO-KJR history and achievements, tells about its progressive personnel, and gives other interesting data that reveals the prominent position occupied by the stations which have spent $223,000 for new facilities to better serve its listeners.

Maruca to Handle Disks

Joseph Maruca has been appointed production manager in charge of transcription programs for national distribution by Commercial Recording & Sound Co.

NEW NETWORK BUSINESS

MBS

Chicago Engineering Works, Chicago (air conditioning & refrigeration equipment) through Critchfield & Co., Chicago, STARTS "New Dixie Demons" on 6 MBS stations (WOR, WGN, WLW, CKLW, WCAE, WGAR) Tuesdays, 7:45-8 p.m., on March 30.

Armin-Varady, Inc., New York (cosmetics) through Baggaley, Horton & Hoyt, Inc., Chicago, RENEWS Ted Weems orchestra on 10 MBS stations (WOR, WGN, WLW, CKLW, WAAB, WGR, WGAR, WCAE, WBAL, WMCA), Sundays 12.30-1 p.m., effective April 11.

NBC

International Shoe Co., St. Louis (Peter's shoe) through Lon Advertising Service, San Francisco, STARTS "Dr. Peter Puzzlewit" 7 split NBC-Blue Pacific stations (KGO, KECA, KFSD, KERN, KWG, KMJ, KFBK), Tuesdays, 8-8:30 p.m. (PST), on April 6.

Procter & Gamble Co., Cincinnati (Crisco) through Compton Advertising, Inc., New York, STARTS "Women's Magazine of the Air" on 5 NBC-Red Pacific Stations, Mondays through Fridays, 3:30-3:45 p.m. (PST), on April 5. Program shifts to 2:45-3 p.m. spot on April 26.

American Can Co., New York (Keg-Lined cans) through Fuller & Smith & Ross, Inc., New York, RENEWS "Ben Bernie and all the Lads" for 13 weeks on 59 NBC-Blue stations, Tuesdays, 9-9:30 p.m., effective April 27.

CBS

Continental Baking Co., New York (Wonder Bread), through Benton & Bowles, Inc., New York, RENEWS "Pretty Kitty Kelly" on 39 CBS stations, Mondays through Fridays, 6:45-7 p.m., with repeat 11:15-11:30 p.m. (On April 26 program shifts to 1:15-1:30 p.m., with repeat at 4.15 p.m.)

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

"HILLTOP HOUSE", with Selena Royle, Cameron Young, Janice Gilbert and Jimmy Donnelly in the cast, auditioned for Compton, also Young & Rubicam, and Ruthrauff & Ryan....was piped to Procter & Gamble, and reaches the air any day now....The Le Maire "Fashion Show" making its ether adieus this week.... Fay Marbe, back from across the "Big Pond" and British Broadcasting, to go native on the U. S. ether.....Louise Massey's summer show plans at the hush-hush stage....they'll jell soon.... Mary Small's calendar shows April 2 and 5 as dates for Rubinoff recordings ....If her scheduled commercial with Jackie Coogan emceeing doesn't hit the air for the hot spell they'll head a group of juveniles on tour....Atlantic City's Steel Pier will probably feature her for three weeks with three separate gangs of youngsters in tow....Sardi's Renee Carroll's tome, "Take My Tip", is ready for the jacket....Elena Jiminez, WHN's Carmen-eyed receptionist has perfected plans for sometime-in-spring nuptials with Charles Redlick of Frisco, former WHN production man, via the U. S. mails....

▼ ▼

Judy Canova's going-away party, intended to celebrate her co-starring with Jack Benny in flicker tentatively 'titled "Artists and Models", served as a birthday fiesta for Durelle Alexander, and a farewell racket for Virginia Verrill, who'll go screenie with Goldwyn, and Sylvia Froos, who leaves for London.....Eve Love and Connie Gates were hostesses, aided and abetted by "Fanny" the educated goose....Wilson Brown of Radio Guide, Lester Grady of Radio Stars, and his wife, Fred Samis of Radio Mirror, and his, Bill Roller and Mrs. Roller, Vaughn de Leath, Meri Bell and spouse, Del Scharbert, Irene Beasley, Ray Lee Jackson, and Archie Blyer and Clyde McCoy, representing the musical contingent, cheek-by-jowled it....Touching reunion....Chester Hale saluting Virginia Verrill....Give this your credence or don't....Ripley arrived after everybody had left....

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

ORCHESTRAS-MUSIC

DUKE ELLINGTON, whose Congo blues brought about a Park Avenue Harlem merger, made a guest appearance on the WINS Matinee Frolic on Saturday.

The "Saturday Morning Musicale" with Helen Hunter, soprano, William Appel, baritone and Henry Silvern at the organ, was resumed on Saturday at 11 a.m. over WINS.

Marion Melton, WHN swingstress, will vocalize with the Irving Aaronson Orchestra, effective tomorrow evening at 9:15.

Maestro Paul Whiteman, who left New York on Saturday, will do a series of one-night concerts and dance engagements before he fulfills his "Windy City" commitments.

Abner Silver takes a leaf out of the Milton Berle volume with his new ditty, "Today I Am A Man", published by Mills, Inc. Silver and co-author Al Sherman travesty the Berle effervescence throughout the lyric.

Charlie Barnet, the collegiate maestro, supplemented recordings of his own music on the "WINS Matinee Frolic" with a personal appearance on Friday.

The Charles Verna outfit, newest band on the WIP-Intercity dance remote parade, will succeed Leo Zollo at the Hotel Walton in Philly.

Fred Brandt replaces Jack Harris as the Philadelphia manager for Crawford Music Co. Harris will function in the same capacity for Harms.

Radio bands scheduled for the Trianon in Cleveland are: Art Kassel, Trianon in Cleveland following Art Kassel are: Glen Gray, April 11, and Clyde McCoy, April 18. The Cleveland spot has a WTAM wire.

Al Dubin and Harry Warren who are jointly responsible for the score of "Singing Marine", film starring Dick Powell, have just arrived from the coast.

Charles Stenross' ork will be aired as a KDKA (Pittsburgh) pick-up from Webster Hall in a new series which started on Saturday. Effective April 3rd, the Stenross band will be fed regularly to the NBC-Blue network via KDKA. On that date they will have 15 minutes at 5 p.m. On subsequent Saturdays they will present a 30-minute show to the chain, via the Pittsburgh station.

Maestro Bing Crosby tried his hand at slogan-writing in a west-coast Safety Slogan Contest and won a $10 prize. The city's crippled children were the recipients of the money.

Out of 100,000 requests received by Guy Lombardo for popular favorites, 15 per cent demand the ditty, "I've Got My Love to Keep Me Warm".

Emil Coleman will make a guest appearance on Walter King's "Memory Song Contest" tomorrow at 12:30.

Lee Elliott and Her Romantic Rhythm opened Saturday at the Four Towers, Cedar Grove, N. J. The ork also appears on WNEW's "Dance Parade." Bert Salter is representative.

Charlie Borrelli, former director of Italian programs at WDAS, Philadelphia, back in the Tin Pan Alley fold with three tunes ready for marketing: "Mexican Bean," "Hiding A Tear," and "You're The One."

Irving Rose on April 2 will be at society's Knights of Rhythm ball at the Warwick, in Philadelphia.

Jan Savitt, musical director at KYW, Philadelphia, and who is responsible for the NBC Top Hatters, organizes another combo at the studio, the Escorts.

Johnny Lewis and his band, whose 21-consecutive-weeks record at the Hotel Netherland Plaza, Cincinnati, stills stands, moved into the Hotel Hayward, Rochester, N. Y. on Saturday. In May, at the termination of his present engagement, Lewis goes into New York to talk over Summer plans with NBC officials about a West Coast musical program. Before they left Cincy last week, the Lewis band was partied by Dick Abbott and Jack Gaulke at Louie DeSantos' Silver Shell.

Dot Seaberg and her lads get their first crack at electrical transcriptions in April, when the band moves into Chicago.

Nye Mayhew, formerly featured with his band at the Statler Hotel in Boston, will take over the bandstand at the Glen Island Casino tonight. Mayhew will have a Mutual net wire in the new spot.

KANSAS CITY

H. Dean Fitzer, general manager of WDAF, is back from Washington and New York, where he went on business connected with the proposed purchase of WREN.

Barrett King, formerly with KANS, Wichita, has joined the KCMO sales staff.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

GUEST-ING

DOROTHY HALL, leading lady of Broadway's "Behind Red Lights," on Charlotte Buchwald's Playgoer program, tomorrow (WMCA, 1:45 p.m.).

CLAUDIA MORGAN of the Theater Guild's "Storm Over Patsy," on Crosby Gaige's Kitchen Cavalcade, today (NBC-Blue, 10:45 a.m.).

VRONSKY and BRABIN, piano team, on Ed Wynn's program, April 10 (NBC-Blue, 8 p.m.).

NIELA GOODELLE, on Ed Wynn program, April 24.

JEANETTE MacDONALD in "Maytime" on Hollywood Hotel, April 2 (CBS, 9 p.m.)

KATHERINE LOCKE and JULES GARFIELD of "Having Wonderful Time," Broadway hit; and MARC CONNELLY, producer of the play, and RYAN and LEE, on Rudy Vallee's Varieties, April 1 (NBC-Red, 8 p.m.)

MIRIAM HOPKINS, on "Hit Parade," April 10 (CBS, 10 p.m.)

FRANCES FARMER, on "Hit Parade," April 24.

JUNE TRAVIS and Manager CHARLES GRIMM of Chicago Cubs on Kraft Music Hall, April 1 (NBC-Red, 10 p.m.).

LILY PONS and JOHN BROWNLEE, on General Motors show, April 4 (NBC-Blue, 8 p.m.)

Guizar for Mich. Expo

Tito Guizar, tenor, has been set for the Detroit and Michigan Exposition for the week of April 2-8. Guizar will appear at Convention Hall, Detroit. Paul Ross of Columbia Artists, Inc. set deal.

For
Electrical Lighting Equipment of Any Kind
•
MOTION PICTURE LIGHTING AND EQUIPMENT CORP.
244-250 West 49th St.
New York
Tel. CHic. 4-2074

Los Angeles

MILTON WEINBERG agency, for Sweetheart Soap, has signed for a weekly 15-minute program on NBC Coast red net to sell Sweetheart Soap. Thomas Conrad Sawyer will be observer and commentator, direct his appeal particularly to women. Starts April 16, 11:30 to 11:45 a.m. PST.

Inglewood Park (Advertising Arts agency) is doing a half hour version of famous operas on KFWB and Southern Cal net, Tuesday nights. Julian M. Oliver and Florence Roberts signed to sing leads in Aida.

Standard Radio has signed its library service in for WEBR and WBEN, Buffalo, WFTC, Kinston, N. C.; KSJS, Salina, Kansas and WKOK, LaJunta, Colo.

For the next three weeks, Owel Drug Co.'s exposition plugging series, "Treasure Island," will be aired from Los Angeles NBC studios. Cliff Engels, "voice of the exposition," and music, here from San Francisco. Program goes out on Pacific Coast Red net.

NBC enlarging its publicity staff in Hollywood, bringing Noel Corbett down from San Francisco, and upping Frances Scully from general staff work to have charge of fashions, fan mags and pix. Staff recently moved into new quarters in building vacated by J. Walter Thompson radio department.

Clarence Muse, who was screen tested for Porky part in "Gone with the Wind," has signed with Paramount for an important role in "The Barrier."

Ray Appleby, production manager for KEHE, Orange net outlet, who has been in the hospital for the week, has taken a sudden turn for the worse, Bob LeMond, station announcer, offered himself for the blood transfusion which was hurriedly ordered.

Warren Pearl to Coast

Warren H. Pearl, office manager of Rockwell-O'Keefe, Inc., leaves on Thursday for the west coast office to confer with Tom Rockwell on business matters.

WIP Improvements

Philadelphia—Removal of WIP's transmitter from the Gimbel store to a center-city site at 21st and Hamilton also involve the building of two additional new studios and a new master control, the present one being broken up into individual control rooms for the three main studios. With the RCA 1,000-watt transmitter and new single mast antenna, more than $60,000 will be expended. Al Cormier is the managerial brains of the station, which is owned by Benedict Gimbel, Jr.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS RECEIVED

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Metropolitan Radio Service, Inc., Montgomery, Ala. CP for new station. 1570 kc., 1 Kw., unlimited.

Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 Kw. LS., unlimited.

HEARINGS SCHEDULED

March 29: Juan Piza. San Juan, P.R. CP for new station. 1500 kc., 100 watts 250 watts LS unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 Kw., unlimited.

Wichita Broadcasting Co., Wichita Falls. CP for new station. 620 kc., 250 watts, 1Kw. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 Kw. 5 Kw. LS, unlimited.

March 31: Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Frazier Reams, Mansfield, O. CP for new station. 1370 kc., 100 watts, daytime.

April 1: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

April 2: Charles Porter and Edward E. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime.

April 3: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc. 250 watts, daytime.

May 5: George W. Young, St. Paul. CP for new station. 920 kc., 1 Kw., 5 Kw. LS., unlimited.

Nat'l. Battery Broadcasting Co., St. Paul. CP for new station. 920 kc., 1 Kw., unlimited.

Northwest Publications, Inc., Duluth. CP for new station. 580 kc., 250 watts, daytime.

National Battery Broadcasting Co., St. Paul. CP for new station. 580 kc., 1 Kw., unlimited.

Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime.

May 28: West Va. Newspaper Publishing Co., Clarksburg, W. Va. CP for new station. 1250 kc., 1 Kw., daytime.

May 18: KYW, Philadelphia. CP for increase in power, requested ass. 1020 kc., 50 Kw., unlimited.

May 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.

June 1: Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

June 2: Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Radiotel Corp., San Diego. CP for new station. 920 kc., 500 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime, be denied.

Red Lands Broadcasting Association, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime, be granted.

Danville Tabernacle On Full Virginia Net

Richmond — Sunday morning service from the Barber Tabernacle, Danville, aired for the past four years over WBTM in Danville has gone on the full Virginia Broadcasting System for a 13-week period.

Other stations in the network are WPHR, Richmond; WLVA, Lynchburg; WCHV, Charlottesville, and WGH, Newport News.

WIP Promotes Two

Philadelphia — Ed Wallace is the new production director at WIP, stepping up from night supervisor. John Facenda, announcer, has been elevated to night supervisor.

Fast Work Covering Crash

Pittsburgh — Radio moved rapidly to cover the TWA plane crash near here last Friday. Hardly had the news been flashed than Columbia station WJAS had shipped their equipment to the spot and Chief Engineer Walter McCoy, with Operators Jack Merdian, Fred Thomas and Walter Glaus, began setting up the equipment. Prepared to broadcast by short wave if the regular lines failed, the crew worked hard and Newscaster Beckley Smith was on the air with a detailed account. The network picked up. Darrell Martin, Post-Gazette's pioneer radio editor and an aviation authority, was also on hand quickly and, in addition to broadcasting, devoted his entire column to his analysis of the crash.

Chicago

MEMBERS of the cast of Dodge "News with Music," which took a temporary vacation from WBBM airlanes yesterday, will remain on at same time, 12-1 p.m., CST for a new sponsor, Nelson Brothers Storage. Cast is composed of John Harrington, commentator; Cheri McKay, songstress; the Four Grenadiers and Carlton Kelsey's ork.

Earl George is the latest newcomer to the "Modern Cinderella" cast and also the "Mortimer Gooch" show.

Herb Futran, script writer of "Sunbrite Junior Nurse Corps," flies to N. Y. every fortnight to confer with Angelo Patri, child guidance authority.

Edith Davis of "Betty and Bob" will have two vacations this summer. The CBS actress will make a jaunt south before taking a trip abroad a few weeks later.

Florence George, pretty NBC songstress here, is under option to MGM.

Most of the radio scribes took a jaunt to Waukegan on Tuesday to watch Jack Benny plant a tree in his home town and be feted in general, along with his Jell-o cast.

Arch Oboler, writer of NBC's Lights Out, back in Chi after eastern honeymoon trip.

Wynthrop Orr has joined the NBC Chi radio production staff, succeeding Vance McCune, who is to tour as member of a blackface team.

Irma Lyon and Jerry Marlowe, NBC girl and boy piano duo, are playing the Palace theater here this week.

Albert Kircher agency handling the new early morning Hooker Glass & Paint show on WMAQ.

Douglas Fleming, WCFL announcer, in a jam with Mack truck while driving.

New P. & G. Series On NBC Pacific Net

(Continued from Page 1)

tising Inc. placed the account also handle 11 other radio programs for P. & G. Blackett-Sample-Hummert Inc., and H. W. Kastor Advertising & Sons Inc., both of Chicago, and Pedlar & Ryan Inc., service the remaining five.

Program Previewed

What is believed to be the first time a radio series has been introduced with a preview program took place Friday night, when WMCA introduced its new feature, "Warning Signals," with a 10 p.m. broadcast on the Intercity network. The new serial, written by Burt McMurtrie and Geraldine Garrick, has its official opening tomorrow at 9 p.m. and will be heard weekly on Tuesday night.

COAST TO COAST

ELMER HARRIS is authoring a radio script for Fred Stone, according to the Zeppo Marx office.

WDSU staff at New Orleans sent very nice Easter greeting telegrams to the trade.

Paul Wing, M. W. Wood, Dr. Frank Black, C. L. Menser and Ken Robinson are among those scheduled to deliver talks on radio writing for the benefit of 4-H Club members in a series of National Farm and Home Hours every Friday at 12:30 p.m.

Joe di Natale of KFAB-KFOR, Lincoln, has been promoted from the music library to handle promotion, taking over the publicity formerly handled by Jack Hanssen, who will concentrate on special events.

Al Clauser and his Oklahoma Outlaws are back at WHO, Des Moines, after some Hollywood film work. Irving H. Grossman, manager of WHO artist bureau, accompanies them.

Staff of WMT, Cedar Rapids-Waterloo, going in for "production" in a big way. Station has had two marriages since the first of the year, two births, one "tie-up" in the offing and another addition in "talent" expected in June. Bill Brown, WMT announcer, and Ross Wilson, engineer, said their "I do's" in January. Art Shepherd, WMT "Question Man," and Don Kassner, engineer, both have baby girls.

Margaret Kennedy of the Mutual traffic department has become secretary to Lester Gottlieb, MBS coordinator of publicity. Miss Lasuardi has been added to the traffic staff in Miss Kennedy's post.

Chester Stratton of "The O'Neills" and "True Story" will be in the new play "Shoot a Grand Duke", opening March 29.

Juan Almonte has returned to NBC after a four-month absence, due to illness.

Carl Goerch continues his Sunday evening "Carolina Chats" on WPTF, Raleigh, now that the North Carolina general assembly sessions, which provided him with the "Doings of the Legislature" program, are over. B. C. Remedy is his sponsor. The B. C. Sports Review is back in its old spot at 6:30 p.m. on WPTF, with J. B. Clark flashing the news.

Jerry Belcher, arrived in Chicago last week for his Sunday broadcast from the home of a representative American family in that city in the "Our Neighbors" series over the NBC-Blue. This was the initial Chicago shot in Belcher's national quest for typical American families.

E. K. Cargill, WMAZ (Macon, Ga.) prexy, has at last been defeated by members of the hillbilly visual audience, and carpenters are busy erecting him a private office in a portion of station's reception room. Figures reduced space and removal of comfortable furniture will cut down length of visits by followers of the string bands. Reception room is being divided down center to provide two offices, one for Cargill and one for private conferences between sales staff members and prospects.

Fernand Gravet, popular French actor and singer, will be heard via short wave on the Magic Key program next Sunday. He will offer "For You," a song from his latest picture, "King and the Chorus Girl."

State Trooper Elmer Faber this week celebrated his fifth anniversary over KDKA, Pittsburgh. Faber, who is still a trooper, started his series, "Behind the Law," after writing a book of the same title. Actual criminal cases — with fictitious names — are used on the program, and although he used to take all the roles himself, he is now supported by a full cast.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 15 of a Series

WWJ—DETROIT

5,000 *Watts Daily*—1,000 *Watts Night*—920 K.C.

W. J. SCRIPPS
Director

EASTON C. WOOLLEY
Gen. Mgr.

"TY" TYSON, Assistant Manager

WWJ, the first station in America to broadcast regularly scheduled programs of entertainment, was established Aug. 20, 1920, by The Evening News Association, publisher of The Detroit News. From the start, back in those early days, WWJ caught the favor of Detroit listeners, and it has continued to hold that favor. Recent surveys, made by independent agencies, show that WWJ stands well out in front in listener interest. It is an NBC affiliate—Red net.

Last September, WWJ dedicated and started operations in its new million-dollar broadcasting house, the most modern and eye-appealing studios between New York and Chicago. Every piece of equipment now in use is new and of the latest design. With the new studios was put in operation a new transmitter building, ultra modern in design, in keeping with the studios. More than 200,000 visitors have passed through these two buildings since their opening.

WWJ broadcasts from 6:15 a.m. to 12:30 a.m. each day, providing varied entertainment and education produced both by NBC and locally. Especial attention is paid to education by WWJ, at present, two programs, "Causes of Crime", a non-sponsored effort to fight delinquency in crime, and "Death Fighters", a non-sponsored attack on tuberculosis, are the leaders. Other educational programs are those sponsored by the University of Detroit, the Wayne County Medical Society and the Children's concerts by the Detroit Symphony Orchestra.

Easton C. Woolley, general manager, heads a staff of 80, including Wynn Wright, dramatic and production director; Harry Bannister, sales manager; "Ty" Tyson, assistant manager and sports expert, and Mel Wissman, chief continuity writer.

WINS "Inquiring Mike" Moves to Evening Spot

Starting April 4, the "Inquiring Microphone," familiar 12 o'clock noon show on WINS for several years, moves to a night spot. It will be heard every evening, including Sunday, 8:15-8:45, from the lobby of the Criterion Theater.

Florence Maxwell and Bill Harding will continue in the dual role of "Inquiring Microphone" and expect to catch the Broadway theater audience at its peak. The special Sunday afternoon broadcast from the Hunt Breakfast of the Hotel Lombardy, which Lewis Charles has been handling, will be discontinued until the fall.

Award to Gladys Swarthout

Gladys Swarthout is the winner of the Pilot Radio Award of Merit for last week. This award is made weekly for the best broadcasting program and some of the winners during the present winter have been: Jack Benny, Kate Smith, Rudy Vallee, Rubinoff, Philip Morris Symphony, and March of Time.

A Committee of judges is being selected for the purpose of choosing candidates for the annual Pilot prize for the best broadcasting performance of the present year.

Walter A. Lowen Moves

Walter A. Lowen, placement agency specializing in advertising personnel, has moved to new quarters at 420 Lexington Ave.

UNSOLICITED

RADIO DAILY is a real asset to the industry, and we get the full value of a year's subscription from every issue.

Sincerely,

G. L. PRICE
MERTENS AND PRICE, INC.
Radio Feature Service
Advertising Counsel
Los Angeles, Cal.

Thanks, and may I add that you're doing one grand job of covering radio? Your little paper is newsy and put up in a really attractive style. My subscription is being ordered through the office at my request.

SI STEINHAUSER
RADIO EDITOR OF
PITTSBURGH PRESS

The only daily trade paper devoted exclusively to the better interests of commercial radio and television—

RADIO DAILY

1501 BROADWAY
NEW YORK, N. Y.

WTMV Renews Efforts For Phone Interviews

(Continued from Page 1)

views, with people picked at random from the telephone book. In the broadcasts, the listener heard the central's "Number, please," the buzz of the phone as it rang, and the answering "Hello" of the person called. Then the "Telechat" announcer would interview the subscriber as if he were face to face, and exhort him to have the rest of the family tune WTMV if they wanted to hear his voice. Telephone company ruled against this use of their facilities on the ground that such service was not provided for in their contract with the broadcaster.

Goodman Leading in Poll

Benny Goodman is leading in the radio orchestra popularity poll being conducted by Martin Block on the WNEW "Make Believe Ballroom" program. Poll started last Thursday and will run for six weeks. Last year Shep Fields was the winner and a total of 90,000 votes were cast.

Rename Television School

Kansas City—Name of the recently organized Television Institute of America has been changed to Midland Television, Inc., according to announcement by G. L. Taylor, president. Taylor has been working for several months on a text book to be used in the school which this organization expects to open early in the summer.

Following conferences with Arthur B. Church, president of the Midland Broadcasting Co., and a director of Midland Television, Inc., Taylor left Friday for New York where he will visit several eastern television plants and make arrangements for the purchase of equipment for the school here.

ANNOUNCERS

ALOIS HAVRILLA was selected, after a long series of auditions in whice nine announcers participated, to announce the new guest star program sponsored by Cycle Trades of America. Show will be heard over the NBC-Blue net at 7:15 p.m. starting Thursday, with Frank Parker as guest. Ruth Etting and Jean Ellington will appear later.

JACK PLUMLEY of WPEN has replaced Lynn Willis at WIP, Philadelphia, during the latter's one-month vacation.

JERRY STONE and Harold Davis of WDAS and Uncle Wip of WIP are among those already booked by Nixon Theater, Philly, in its new policy of having radio announcers emcee stage shows.

BILLY HINDS of KDKA, Pittsburgh, is directing a show at Perry High School there on Thursday. Glenn Riggs and Ed Schaughency, also of the KDKA announcing staff, will be in the show.



"MILLSTONES AND MILESTONES"

(Eugen Boissevain)
Sustaining
NBC-Blue, Thursdays, 7:45-8 p.m.

LIMITED APPEAL COMMENT ON RANDOM SUBJECTS ABOVE AVERAGE MIND.

Switched to this evening spot a recent afternoon shot, Eugen Boissevain competes with another commentator, the daily stinter, Boake Carter, and suffers by contrast. For Boissevain, with his pronounced foreign accent, talks at random and mostly about matters of no particular news timeliness, whereas Carter is direct and up to the minute. Discussing wives, husbands, domestic and other events, with an apparent partiality for the woman's viewpoint, Boissevain's appeal is almost wholly to the small erudite class who care for polite one-way conversation. His main fault, judging from his material thus far, is that he seems to be commenting for his own pleasure rather than from the listener's viewpoint.

"A NIGHT AT THE INN"

Victor Brewing Co.
WCAE, Pittsburgh, Wednesdays 7:30 p.m.
Earl Bothwell agency

GOOD DRAMATIC PROGRAM OF OLD NEW ENGLAND LEGEND WITH APPROPRIATE MUSICAL SUPPLEMENT.

Authored by program manager Ed Harvey, this half-hour is well-balanced and interesting entertainment. Mystery hovering over old taverns and inns forms basis for dramatic suspense while singers and Earl Truxell's orchestra supplement with semi-classical music. Sponsor cashes in on angle of principals' frequent references to a "tankard of ale", etc. Program is rich but serious and might do better on a later spot. For a local coverage, it is expensively outfitted with talent and gets plenty comment from the radio scribes. Substance offers questionable appeal for sponsoring product.

"WARNING SIGNALS"

Sustaining
WMCA-Intercity Network, Tuesdays, 9-9:30 p.m.

GOOD DRAMATIC PROGRAM COMBINING MELODRAMATIC INCIDENTS AND PUBLIC SERVICE.

Exposing swindles and rackets that are flourishing today, this program provides acceptable entertainment in a melodramatic vein and at the same time does an excellent public service in warning the public against the prevalent frauds. The series is produced with the cooperation of the Better Business Bureau, whose representatives were heard on last Friday's preview program at 10-10:30 p.m. President Donald Flamm of WMCA and Nick Kenny of the Daily Mirror also spoke on the send-off program, along with Burt McMurtrie and Geraldine Garrick, authors and producers of the series.

Initial skit opened with an incident of a garage fire in which one man lost his life and another was badly burned because the shop was equipped with ineffective fire extinguishers bought from a stray salesman. This was followed by exposes of several other types of rackets, notably a bead-stringing racket conducted via mail order from the lower cast side of New York and in which suckers are induced to send in a $2 "deposit" for a "sample." Listeners who have been victims of frauds are asked to send in details. Carl Fenton's orchestra will appear in the broadcasts.

Open Special WWL Studios

Gulfport, Miss.—New special studios of WWL in the Hewes building here were opened last week. New studios run a direct line from here to the WWL transmitter near New Orleans for a broadcast sponsored by Mississippi-Gulfcoast Advertising Ass'n.

Pan-Amer. Syndicating "Charm School" Program

(Continued from Page 1)

WJAY, Cleveland. Charts and other literature are sent to the listener free, and the call from feature editors of newspapers around the country also decided Pan American to syndicate a series for feature page use. In some towns tie-up may be arranged between the newspaper and stations.

Recent publicity in local and national magazines, calling attention to the charm schools and the $7,000,000 spent annually by women for such courses prompted Pan American to follow up and sound out stations on possibility of buying the courses for local use. Stations believe free charm stuff will pull for the sponsor in question.

In the event that the "Charm School" program now on WMCA goes network for a national advertiser, syndication of the series will be restricted to territory not covered by the network. High school students and teachers are particularly interested also.

Bob Crosby to Give Benefit

Bob Crosby and his orchestra will give a swing concert at the Congress Hotel in Chicago on April 18, proceeds of which are to be turned over to Joe Sullivan, tubercular pianist at one time associated with the Crosby band. Bing Crosby is expected to fly to Chicago to help put the concert over.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 35 NEW YORK, TUESDAY, MARCH 30, 1937 FIVE CENTS

A. & P. Slaps at Radio

Looking On
....AND LISTENING IN

UPLIFT As radio grows older and becomes more firmly entrenched in the daily routine of the population, it is only to be expected that individuals and organized groups with special interests will intensify their efforts to have a greater portion of programs devoted to educational features.

Agitation of this nature already is budding in many directions.

The clamoring seems to come from pretty much the same cliques that tried for years to have motion picture producers turn out educational films, and from the audience angle the situations also are parallel.

Educational features are desirable and justified only if they interest listeners.

A little uplift goes a long way with the average person, and overloading the air with culture is just a waste of effort if the programs are going to be dialed out.

Current radio schedules prove that broadcasters fully recognize that a certain amount of public service material in air programs is desirable, and the operators of stations are in the best position to judge the quantity of such stuff that their listeners will absorb.

But despite the abundance of educational features on the radio, there always will be the dissatisfied minority factions who want even more.

Since these minorities usually are noisy and persistent enough to make big mountains out of little molehills, and particularly because they so often influence the introduction of ridiculous and unwarranted legislative measures, it is well to anticipate their activities and be prepared to meet them.

Sponsor for Fires

New Britain, Conn. — WNBC, which keeps dialers informed on all local fires, has sold the idea to a sponsor, W. L. Hatch Co., insurance firm. Larry Edwardson, commercial manager, made the deal. Fire station immediately supplies WNBC with data when a fire occurs, and station airs a flash and a plug for insurance.

NEW LISTENER SURVEY IS LAUNCHED BY CBS

CBS has started its fourth study of its listening areas, announcing an offer of a map game free for the asking. Offer is being made, usually at the conclusion of a sustaining program, at different times of the night and day so worded that analysis may be made as to which particular time of day or night the listener in question was prompted to take up the offer. At least six

(Continued on Page 3)

Rickenbacker Quits CBS For Agency Connection

West Coast Bureau of THE RADIO DAILY

Hollywood — Paul Rickenbacker, operating assistant to Donald W. Thornburgh, CBS vice-president, resigned yesterday to become assistant to Danny Danker, vice-president and leading radio talent buyer here for J. Walter Thompson Co.

Rickenbacker has been with CBS and KNX for about eight years, and

(Continued on Page 3)

Kelvinator Spot Series Is Being Placed Locally

Detroit — Nash-Kelvinator Corp. (refrigerators) through its local distributors is placing one-minute dramatized announcements, cut by WBS, on 156 stations from coast to coast. Disks are presumably being placed at local rates.

Talks on Anti-Chain Tax Bill Barred by CBS on Kate Smith Show Are Published in Newspapers

Philadelphia — Because CBS refused to permit inclusion on the last Kate Smith broadcast of two talks dealing with the Pennsylvania chain store tax bill, Great Atlantic & Pacific Tea Co., sponsors of Kate Smith's Band Wagon, took full pages in newspapers to give the public the gist of the proposed talks.

Headed "This is the story the radio kept from you," the page ads contained an address that was to have been delivered by Eleanor Davis, representing consumers' organizations, headed "How the store tax bill will affect the consumer," and another by G. A. Boger, president of the Lehigh Valley Cooperative Farmers Ass'n, titled "How the chain store tax will affect the farmer."

The ad was signed by Kroger Grocery & Baking, Pittsburgh, and nine other Pennsylvania firms, in addition to A. & P.

The Band Wagon air program is aired in this state through WCAU, WJAS and WHP.

Dr. Leon Levy, president of WCAU,

(Continued on Page 3)

Station Buys Paper

Clay Center, Neb. — The usual order of things was reversed in the case of KMMJ and the Clay County Sun, a leading Nebraska weekly. Instead of the newspaper buying the station, the station bought the paper. KMMJ now is offering six news periods daily.

WLW HOOKUP DELAYED; PROBABLY ANOTHER WEEK

WLW hookup with KQV, Pittsburgh, WFIL, Philly, and WHN, New York, will be delayed in actual program operation for the time being. Unofficially understood that another week may elapse before WLW programs come East, but New York sustainings are already set to go over the hookup whenever ready.

Borden News Series On Yankee Network

Borden Sales Co., (Chateau cheese) on May 4 will launch a half-hour news program, using Yankee news service, Tuesdays, 7:30-8 p.m. over

(Continued on Page 3)

Networks Got 15.6% Of 1935 Advertising

Washington Bureau of THE RADIO DAILY

Washington — Radio networks, radio spot broadcasting and radio talent accounted for 15.6 per cent or $63,307,000 of total billings handled in 1935 by advertising agencies, it is revealed in a report by William L. Austin, director, Bureau of Census, Department of Commerce. Establishments covered in the report are lim-

(Continued on Page 3)

Havana Confab Paves Way For Short Wave Agreement

Havana (By Cable) — Coming to a close yesterday after two weeks of conferences, the Inter-American Radio Conference sent its delegates home feeling that the way had been paved for a solution of the short wave situation. An understanding on basic technical principles was reached, preliminary to the more comprehensive conference to be held here Nov. 26, when 23 countries are expected to attend.

Delegates from the U. S., Canada,

(Continued on Page 3)

Gulf's Texas Campaign Will Use Traveling Unit

Jack Latham, radio spot time buyer for Young & Rubicam leaves town today for the southwest to start the first of a series of spot radio programs on the Texas Quality Group under sponsorship of Gulf Refining Co. (Gulf Spray). Series starts either April 12 or 19. Entire network will be used and initial pro-

(Continued on Page 3)

8 Refrig Accounts

Charlotte—Eight refrigerator accounts are using time simultaneously on WBT. They include:

General Electric, Duke (Kelvinator), Pendleton Distributing (Gibson), Shaw Distributing (Stewart-Warner), Southern Bearing & Parts (Norge), A. K. Sutton (Leonard), Westinghouse, and a network account, Nash-Kelvinator.

RADIO DAILY

Vol. 1, No. 35 Tues., Mar. 30, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Monday, Mar. 29)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171⅞	170	170	+ ½
Crosley Radio				
Gen. Electric	57⅝	56⅜	56⅜	— 1½
North American	27¼	27	27	— ⅛
RCA Common	11⅜	11	11	— ¼
RCA First Pfd	76¼	76⅛	76⅛	— ⅝
RCA $5 Pfd. B				
Stewart Warner	19⅛	19	19	— ⅛
Zenith Radio	35	35	35	+ ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16⅞	16¾	16⅞	+ ½
Majestic	4¼	4¼	4¼	
Nat. Union Radio	3	2⅞	2⅞	— ¼

OVER THE COUNTER

	Bid	Asked
CBS A	58¾	60¼
CBS B	58¾	60¾
Stromberg Carlson	15½	16½

KVOD's Job Finder May Go Tri-Weekly

Denver—KVOD's "The Job Finder," sponsored by Denver Jewelry Co., has been so successful that it may be extended to a twice or thrice weekly feature. The program, written and placed by the Ted Levy Advertising Agency through KVOD, is aired Fridays 8:15 p.m.

KYA Oakland Studios Debut

Oakland, Cal.—A series of salutes from California Radio System stations launched the new Oakland studios of KYA, located in the Hotel Oakland. M. E. "Bob" Roberts is station manager, with William Gleeson in charge as Eastbay rep for the CRS.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N.Y.
From script to production—that extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 27, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Boo Hoo (Shapiro, Bernstein, Inc.)		27
Too Marvelous for Words (Harms, Inc.)		27
Little Old Lady (Chappell & Co.)		26
Trust In Me (Ager, Yellen & Bornstein)		26
What Will I Tell My Heart (Crawford Music Corp.)		25
I've Got My Love to Keep Me Warm (Irving Berlin, Inc.)		24
This Year's Kisses (Irving Berlin, Inc.)		22
On A Little Bamboo Bridge (Joe Morris Music Co.)		20
When the Poppies Bloom Again (Shapiro, Bernstein, Inc.)		20
Moonlight and Shadows (Popular Melodies)		19
Swing High, Swing Low (Famous Music Corp.)		18
Gee But You're Swell (Remick Music Corp.)		17
Easter Parade (Irving Berlin, Inc.)		16
My Last Affair (Chappell & Co.)		15
Smoke Dreams (Robbins Music Corp.)		15
Sweet Is the Word for You (Famous Music Corp.)		15
Where Are You (Leo Feist, Inc.)		15
You're Here, You're There (Marlo Music Co.)		15

11 Newscasts Daily Now Given by KFRO

Longview, Tex.—KFRO has started a new schedule of half-hourly news broadcasts, 7:30 a.m. to 5:30 p.m., making 11 newscasts daily. Four broadcasts are direct from the news room of the Longview Daily News and Journal.

KFRO also has arranged to air market quotations from the N. Y. Stock Exchange, N. Y. Curb, Chicago Board of Trade and New Orleans Cotton Exchange.

The station, operated by James R. Curtis, has moved its studios to the Glover-Crim Bldg., and has bought three new RCA pre-amplifiers as well as other new equipment.

Paint Campaign in West

West Coast Bureau of THE RADIO DAILY

Los Angeles—General Paint Corp., San Francisco, will start a transcription series on 25 stations in the West and Honolulu on April 2. Walter Advertising Agency is placing. Test radio campaign will include 13 quarter-hour programs, titled "General Paint Colorscope," with disks by Recordings, Inc., Hollywood. Decoration booklet free to listeners who write.

Gaylord McPherson to WDOD

Des Moines—Gaylord McPherson, comedian accordionist, long time favorite with WHO listeners for his work on the Iowa Barn Dance Frolic and other programs, leaves this week for WDOD, Chattanooga, Tennessee, where he will direct, routine, rehearse and announce a one-hour variety production each day at noon, and two one and one-half hour shows each Saturday night.

Radio News Editors Add to Membership

Chicago—Al Hollender, news editor of WJJD-WIND, has been added to the executive committee of the Ass'n of Radio News Editors & Writers, of which John Van Cronkhite is president.

Jack Harris, news editor of WSM, Nashville, is another addition.

Headquarters of the association are now at 360 North Michigan Ave. here.

WMAQ Adds Half Hour

Chicago—WMAQ will go on the air one-half hour earlier each week day morning beginning today. A new 30-minute program of electrical transcriptions will be heard, with the Hooker Glass & Paint, local, sponsoring. Jack Holden to announce new morning shot which hits ether at 6:30 a.m. CST.

Donald Abert Promoted

Milwaukee—Donald Abert, on his return from a 5,000-mile trip during which he visited 40 stations, was appointed assistant to the manager of WTMJ, Milwaukee Journal station.

"5 Star Final" on WGAL

Lancaster, Pa.—"Five Star Final", Remington Rand's daily news dramatization originating at WMCA, New York, is now heard over WGAL here.

LEO SAYS: Wives stay at home mornings to listen to Ida Bailey Allen. You, too, can keep your wife at home this easy way.
WHN DIAL 1010 AFFILIATED WITH M-G-M • LOEW'S



COMING and GOING

H. V. KALTENBORN leaves Friday for Youngstown, O., and then to Sioux City, Ia., to lecture before civic groups.

EDWARD KASTER and AARON S. BLOOM, president and treasurer, respectively, of the Kasper-Gordon Studios, Inc., are visiting in New York from Boston this week.

SAM (SCHLEPPERMAN) HEARN, who rejoined Jack Benny when the program emanated from New York, will leave for Hollywood shortly to become a permanent member of the troupe.

ERIC MASCHWITZ, variety director of the British Broadcasting Corp., arrives today aboard the Ile de France from London.

JOHN VAN CRONKHITE leaves Nashville the middle of this week for Washington and New York.

HERBERT PETTEY, associate director of WHN, has returned to New York after his trek to Washington.

E. C. MILLS, general manager of Ascap, left last night for St. Paul. Anti-Ascap measure there is similar to that introduced in states of Washington and Montana. Back Friday.

E. P. H. JAMES, NBC sales promotion manager, leaves tonight for Baltimore to address local advertising men's organization. While in town will contact NBC outlets on biz.

WDSU, New Orleans Signs Colored Show

New Orleans—Breaking precedent, WDSU has signed a colored night club show, The Rhythm Club, swanky hot spot with Joe Robicheaux's orchestra, for a 11:45 p.m. period. If listener reaction is favorable, WDSU will spot other negro units on its schedule.

WBNO Plans Changes

New Orleans—If the FCC approves, WBNO here is ready to remove its signal towers from the Coliseum Place Baptist Church to a new locality and construct a new transmitter, as well as re-equip its studios with Western Electric equipment, station officials declared to THE RADIO DAILY.

Devine Representing WAIM

Anderson, S. C.—J. J. Devine & Associates has been appointed national representatives for WAIM, it is announced by Wilton E. Hall, owner of the station.

WINS Saluting WMBO

WINS at 11 a.m. today will give a salute program to WMBO, Auburn, on the occasion of the latter's fifth anniversary. Both are members of the N. Y. State Broadcasting System.

The Tavern
RADIO'S RENDEZVOUS
MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB
158 W. 48th St. Toots Shor

NEW LISTENER SURVEY IS LAUNCHED BY CBS

(Continued from Page 1)

months will be needed to complete the study, although the offer will be made during one week only on the various CBS affiliated outlets.

Last CBS listening area survey was released about the middle of 1935. In this city the first offer was made Sunday night, and the second at 9:30 a.m. yesterday after the White House egg-rolling contest.

Gulf's Texas Campaign Will Use Traveling Unit

(Continued from Page 1)

gram, using a cowboy unit, will emanate from WOAI, San Antonio. Gulf will travel the unit around the network making personal appearances in the retail outlets.

A transcribed series of programs will also go on KWKH, Shreveport, some time next month. Latham on his way back to New York will visit New Orleans, Nashville, Birmingham, Louisville, and Atlanta. Expected back in town in two weeks.

Spot radio schedule as submitted by Latham to Gulf officials was approved last week. Spots will, in the majority of cases, use live local talent on southern stations.

Short Wave Agreement Seen by Havana Confab

(Continued from Page 1)

Mexico and Cuba attended the confab here. Specific recommendations included an increase in regular broadcast band for the national broadcasting services from 550-1,500 kilocycles to 540-1,600, thus increasing the available channels from 96 to 107.

Political phase of international radio problems was not touched.

Rickenbacker Quits CBS For Agency Connection

(Continued from Page 1)

succeeds Cal Swanson, who returns to Thompson agency's New York office as assistant to William Palmer, account executive on Lux soap (Lever Bros.). Swanson leaves for New York Friday, remaining there 10 days, and then back to the Coast to show Rickenbacker the ropes on new job.

Kate Smith to Receive Award

Kate Smith will receive the annual award for outstanding radio achievement, presented by the Women's National Exposition of Arts and Industries, on her Bandwagon program next Thursday, 8 p.m., over the CBS network.

NEW PROGRAMS—IDEAS

Employment Office Remotes

A series of daily broadcasts direct from the offices of the Colorado State Employment Service was started yesterday at 4:10 p.m. over KFEL, Denver.

The broadcasts, from a remote studio in the employment offices, will include interviews with Manager Oscar Wood and his investigators who will tell radio listeners about the service rendered to job seekers and employers. Each broadcast will urge listeners to employ job seekers whose applications and qualifications will be discussed over the air. Each day a different group of applicants will be selected to tell their own stories to the radio audience.

KMOX Backstage Series

"The Man in the Hall," unrehearsed interviews with artists, production men, executives and salesmen who happen to pass at the time of the broadcast, has been inaugurated as a 4:45 p.m. Saturday feature at KMOX, St. Louis.

Don Phillips, special events announcer, has the job of making his fellow-workers talk. During the first broadcast, the microphone was taken into studio C where Ben Feld and his orchestra were rehearsing for a CBS network program to be presented in a few minutes. At the time, the production man and Feld were figuring out a cut in a number to fit the proper timing of the show.

This special event gives the radio audience a picture of what really goes on prior to a broadcast and inside dope on their favorite performers, things they never get when visiting St. Louis' largest radio station.

Maternity Ward Series

"His Majesty, the Baby" is the title of a new series of sustaining programs on WISN, Milwaukee. Program is broadcast direct from the maternity floor of a leading Milwaukee hospital, and, of course, is unrehearsed.

Mothers are interviewed before the microphone and asked questions about the "new arrival" such as the baby's name, nicknames, characteristics, plans for the future, etc. Sound effects are supplied by the infant. Program is, obviously, aimed at the feminine audience.

Buck Owens on WOWO

Buck Owens, former movie and circus star who appeared with Tom Mix, is now appearing in person in a series of half-hour Western Adventure Stories over WOWO, Fort Wayne, with Goldie Bread as sponsor. Buck plays the part of a Lone Ranger in stories telling how he helps the downtrodden.

In connection with the series, Buck has organized a Goldie Club for boys and girls who promise to be truthful and to do a good deed each day. The club has stirred up a big response.

Phila. Storage Battery Sues RCA Manufacturing

Wilmington, Del.—A bill of complaint, charging infringement of a patent on a non-microphonic radio apparatus, was filed in the U. S. District Court yesterday by Philadelphia Storage Battery Co. against the RCA Manufacturing Co. Storage Battery, claiming that the inventor of the apparatus, William R. Grimditch of Glenside, Pa., assigned it to them on January 31, 1933, is asking the court for temporary and permanent injunctions, an accounting of profits and triple damages.

WICC Staff Shifts

New Haven — Carlton Weidenhammer, WICC studio manager in New Haven for the past four years and previously in Bridgeport, joins WOR as staff announcer on April 4.

Malcolm Parker, program director and chief announcer of WELI, has been retained to fill Weidenhammer's post at WICC.

Charlie Wright, announcer on the WELI staff, has been promoted to Parker's post as program director and chief announcer of that station.

Farm Series on WHO

Des Moines—A series of five weekly agricultural broadcasts, conducted by the State Department of Agriculture, started Saturday over WHO, 10:45-11 a.m.

KSTP to Air Complete Legislative Sessions

St. Paul—With its first broadcast from a Minnesota legislative committee room bringing in a heavy response from listeners, KSTP has completed arrangements to carry a weekly series of these broadcasts through to the conclusion of the 1937 legislative session late in April.

Madison Loan Disks On All N. Y. Stations

Madison Personal Loan Co. is using every radio station in New York City for programs of transcriptions ranging from 1 to fifteen minutes in length. The programs have all been placed by Alsop Radio Recording, Inc.

Certo Disk Series

General Foods Corp. (Certo) is placing a series of one-minute disks on an unannounced list of stations through Benton & Bowles Inc.

JAMES MADISON
for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

A. & P. SLAPS RADIO FOR BANNING TALK

(Continued from Page 1)

explained that neither CBS nor the stations involved were notified of A. & P.'s intention to present controversial matter in its program, hence the radio people did not have time to inform the advertiser that such matter is barred under a policy in effect for many years. He added that WCAU would gladly give free time for speakers on both sides of the store bill. His offer was accepted, but after a spot had been scheduled for Saturday night the whole thing was called off by the company. Dr. Levy then went on the air Saturday and gave a full report on the controversy. He has now cleared the 6:30-7 p.m. spot for next Saturday on the three stations for pro and con speakers, one of whom is to be Governor Earle, speaking for the bill.

Networks Got 15.6% of 1935 Advertising

(Continued from Page 1)

ited to those which contract for space or other advertising media and place advertising of client on commission or fee basis. The 1,212 establishments included in the report showed $405,888,000 billing to clients by agencies in 1935. Newspapers handled 37.7 per cent, magazines 26.5 per cent.

Borden News Series On Yankee Network

(Continued from Page 1)

five stations of the Yankee network (WNAC, WTIC, WEAN, WICC, WCSH). Program will be known as the "New England March of Time." Young & Rubicam, Inc., placed the account.

Kellogg Gets Houston Games

Kellogg Co. has purchased the radio rights to all the home and out of town baseball games of the Houston team in the Texas league. All broadcasts will be aired over KXYZ with Bruce Layer at the mike. N. W. Ayer & Son placed the business.

Did You Hear The Lombardos Introduce
I'M HATIN' THIS WAITIN' FOR YOU
Published by
HARMS, INC.
RCA Building - - New York City

ANNOUNCERS

BILL BIVENS, chief announcer of WFBC, Greenville, S. C., is back on the job after his New York honeymoon trip.

ALAN HALE, WISN announcer, in preparation for the coming Milwaukee Brewers baseball season whose games will be broadcast by WISN under the sponsorship of General Mills and Wadhams Oil Co., jointly, leaves for Biloxi, Miss., on April 1 to watch the Brewers train. He will return north with the team and will be at the microphone for the opening game on April 16. This is the second year that WISN has had the exclusive rights to broadcast the games.

ROBERT MURPHY, formerly with WDAY in Fargo, now announcing on KSTP, St. Paul. Bob is the younger brother of Pat Murphy, now an NBC dramatic star and formerly announcer with KSTP and production man at WEBC in Duluth.

BILL WIGGINTON, announcer and news commentator of WDGY, Minneapolis, is recuperating in Abbott Hospital, that city, following an operation for abscessed glands.

DICK HARWELL of KABC, San Antonio, is recovering from an illness.

LEE KIRBY of WBT, Charlotte, is back on the job following an illness during which Robert Armstrong of Augusta filled in for him.

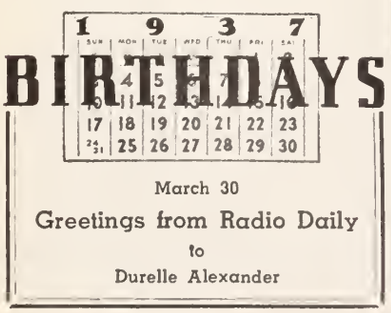
AL FELIX of WMAS, Springfield, Mass., has started airing a classical music program, "The Symphony Hall," telling about composers and their works, on Saturday nights.

AL FELIX, formerly of the announcing staff of WSPR, Springfield, Mass., has joined the staff of WMAS, Springfield.

WILLIAM TRAUM, 19, of WROK, Rockford, Ill., one of the youngest full-fledged announcers in the business, is also believed to be about the busiest. In addition to his regular announcing schedule from 10 a.m. to 4:30 p.m., he produces and handles nine different broadcasts, making a total of 43 programs a week, and also finds time to write a regular schedule of commercial announcements.

ERNIE SANDERS of WHO, Des Moines, has moved himself and the frau into a newly bought house at Oak Park.

CHICK KELLY takes over the Sunshine Sports shots at KYW, Philadelphia, Kirby Cushing having left for a fortnight at the training camps in Florida.





● ● ● **After Sam Serwer left his Westchester home yesterday at 6 a.m. in order to meet Al Dubin and Harry Warren at the New York depot, he discovered that the songwriting duo from the coast were still in Chicago, being unable to comb local bandleaders out of their hair in time to catch the train....If the kidnapping orksters release the Warner Bros. ace songsmiths in time, they may arrive today to sign new contracts....Tony Martin replaces Fred MacMurray on the Hollywood Hotel show May 7.... Nelson Eddy, Jeannette MacDonald, Werner Jenssen's ork, Edgar Bergen with Dummy Charlie McCarthy (which we stated so long ago) with guestars will take over the Chase & Sanborn spot in May....Zeke Manners replaces his nite show via WMCA with an afternoon spot starting today. Sponsor wants him to do an evening show via WNEW for one hour. (He also does a daily morning program).**

● ● ● *Photographer Murray Korman was boasting to Alice Dawn how grand a rhummey player he was, so Alice played a game and wound up getting 50 pictures free!....Murray's planned radio show for the nets is taking shape....Ralph Kirbery is set for records at Mills....Just for the records: Collins and Peterson, old vaude team, are the originators of the "Today I Am A Man" line, having given it to Youngman during his Catskill Mountain era....Joe Haymes is covering the country with smart two-color advertising folders and "Skeeter" Palmer's folders in blue and black are popping up everywhere too.*

● ● ● **A. L. Alexander's tome on his Good Will Court now ready for publication will present 400 sure-fire case histories and answers with an introductory by one of the nation's leading law-enforcing officers that will make many lawyers sit up and take notice....Barry McKinley, who subbed on the Philip Morris show Saturday for Phil Duey, will have the spot permanently....Billy K. Wells wrote the sketches for this week's Minsky's Oriental revue....The bullet-holes in Bill Burton's hat were made by Martha Boswell over the week-end when she proved conclusively that she was a perfect shot. Bill claims he wasn't scared!....Joe Whalen left Sam Fox for Phil Ponce's outfit and will go to the coast with Fats Waller.... Landt trio fades Sunday on the Hudson Coal show....Jean Ellington replaces Kathleen Barrie Sunday on the Fishface-Figsbottle airing.**

● ● ● *Hi Brown issued checks last week to his dramactors and they bounced back from the bank—because Hi forgot to sign his name to the drafts....Ralph Wonders will handle the Ambassador in Atlantic City again this year....Incidentally, he issued a rush call to Phil Regan on the coast to return here for a spot on the Ed Wynn show and the week of April 29 at the State....Frank Dailey goes into the Merry-Go-Round in Brooklyn and Jack Denny opens Tuesday at the Meadowbrook....Walter Cassel will do singing and acting parts from Warner pictures Monday nights via KFWB.*

● ● ● **RADIO DAILY'S Boston correspondent, Rudolph Bruce, won two thousand bucks as second prize in a newspaper contest and is planning a world cruise....Irving Sherman-Curtis & Allen have signed Rachel Carlay, who will quit the airwaves for pictures....A clause that Frances Hunt objects to in the picture contract is holding up her pen on a five-year ticket..**

GUEST-ING

PHIL REGAN, on the Ed Wynn program, under arrangements made by Ralph Wonders and the Rockwell-O'Keefe office, May 1 (NBC-Blue, 8 p.m.).

DUSOLINA GIANNINI, on Ford Sunday Evening Hour, April 4 (CBS, 9 p.m.).

GERTRUDE BERG, on the Chase & Sanborn program, April 4 (NBC-Red, 8 p.m.).

MRS. FREDERICK FOX, on the "Listener's Scrapbook," tomorrow (WNEW, 2 p.m.).

BERT LYTELL, on the Bandwagon broadcast April 8 (CBS, 8 p.m.).

PEARL BUCK, on the "Treasures Next Door" series April 5 (CBS, 4 p.m.).

LARRY WHITE, on the Esquire broadcast today (WOR, 8 p.m.).

Lucky Drops "Sweepstakes"

American Tobacco Co. (Lucky Strike cigarettes) last week quietly discontinued its "Lucky Strike Sweepstakes" from its NBC and CBS programs. "Sweepstakes," which started out last fall to tabulate the leading 15 songs of the week with cartons of Luckies for all who picked the three top tunes, drew the most contest mail of any program on any network. The contest at its peak polled 5,000,000 entries weekly.

Sponsor received numerous protests from the music publishers who disliked certain features of the contest. No mention of the contest was broadcast on the CBS program last Saturday and it was unofficially stated that the contest had ended permanently.

Seed Program Gets Response

Rockford, Ill.—Leonard C. Condon, president of Condon Brothers Seedsmen, and past president of the American Seed Trade Association, is broadcasting an extended daily series of 5-minute talks on seeds and proper planting methods direct from his office over WROK here at 12:50 p.m.

In a test recently, Condon casually mentioned that he was giving a package of marigold seeds to anyone who would write him. The announcement was made during six broadcasts and replies were received from 46 towns in Illinois, eight in Wisconsin, and two in Iowa.

Kay St. Germaine at WCAE

Pittsburgh—Kay St. Germaine, formerly of the west coast, and the Dixie Demons head a new variety musical show opening tonight at 7:45 over WCAE and the Mutual net.

Yacobson Joins Agency

Chicago — Lew Yacobson, former production man with CBS here, signed by J. Walter Thompson to head local radio production. Dick Marvin assumes title of Radio Director to act in the supervisory capacity of creating new shows and assisting in sales of same.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

AND now there's to be a Caroline MaCarthy.....Edgar Bergen has drawn up plans and specifications, and Charlie MaCarthy, the original dummy, is being groomed for his broadcast, in about two weeks, with the expected bundle from the carpenter....Barbara La Marr flies home to New Bedford for weekends....Marion Martin has just added her signature to a document which arranges for her to replace Gypsy Rose Lee, according to Jack Eigen's Broadway Newsreel over WMCA tonight....When Lady Wilkins, chanteuse wife of the explorer, goes Australia-ward, come this May, she'll be accompanied by Greek chanteur Jean Fardulli....He has papers to prove he was protege of Basil Zaharoff for seven years....Dorothy Crane to be succeeded by the "Sophisticates", a femme trio, with the Bernie Cummins ork....

▼ ▼

The Rainbow Room will gild the Park Avenue lily when Countess Olga Albani adds her nightingale activities to the perfumed swankiness on June 2....Cornelia Otis Skinner goes militaristic with a collection of Coronation uniform suits for her appearance at the Royal Haymarket in London during the royal festivities... Carmen Castillo, wife to Xavier Cugat, and who adds vocalizing with the Cugat musical outfit to her other duties, will be guest of honor at a party at the Waldorf this week.... It's to celebrate their return from South America....Wonder if niece, Margo, will be there!

▼ ▼

George Hicks, NBC announcing lad who makes the trek with the "7,000 miles for 15 minutes broadcast" eclipse expedition, had to use rhetoric to get his wife's nod on the idea....Last night's Cooking Show at the Grand Central Palace had for its M.C. none other than Frankie Basch, WMCA's "Roving Reporter"....Marion Cole will talk music with Met star Mario Chamlee today.....Celia Branz, NBC contralto, to debut on the Philly concert stage, April 20....then, perhaps, Town Hall....Charlotte Buchwald, the "Playgoer", has as her reparteeing guest today, Dorothy Hall of "Behind Red Lghts"....

RADIO PERSONALITIES

• *No. 19 in the Series of Who's Who in the Industry* •

EDGAR THOMPSON BELL, secretary-treasurer of the Oklahoma Publishing Co. and general manager of its newspapers and radio station WKY as well as a substantial stockholder in KLZ, Denver, and KVOR, Colorado Springs. Twenty-two years ago Edgar Bell came to the Oklahoma Publishing Co. as advertising manager of the Farmer-Stockman. The success with which he handled that job, as he calls it, is reflected in the fact that he is now business manager of the Oklahoma Publishing Co. activities and that all three of its publications and radio stations are in the forefront in their respective fields. About a year ago WKY dedicated new studios. This culminated eight years of radio effort by Bell, who nourished WKY from meagre beginnings as a non-network local to an NBC affiliate that now boasts the best in radio for a regional station. In speaking of the future of radio, Bell says: "No one could view its future more optimistically than I. I feel there is a great future for this medium and, not being able to pierce the future to know what effect it may have on the printed medium, I am one newspaper man who will insist on our organization having a firm foothold in radio and keeping as nearly as possible abreast of this fast developing industry."



Preparedness is his motto .....

☆ Coast-to-Coast ☆

DON KNEASS, back in Portland, Ore., after an absence of six months during which he served KIRO, Seattle, and more recently as production manager of KMJ, Fresno, has signed with KOIN specializing on news broadcasts. He succeeds Richard Rand, who steps over to KALE to replace Allan Shepard, resigned.

Ernie Smith, sportcaster, is back at the KYA-CRS mikes in San Francisco after a three-week vacation in Mexico during which Dick Wynne filled in.

William A. Schudt, Jr., manager, and Dewey H. Long, sales manager, of WBT, Charlotte, are back from Atlanta.

William H. Voeller left Conquest Alliance Co. on March 11, according to C. H. Venner, president.

Charles "Whitey" Wallace, the young singing sensation of WJIM, Lansing, who recently scored on Al Pearce's Ford show in New York, has been taken to Hollywood by CBS artists Bureau.

George Frame Brown has written a play about a summer artists' colony.

Tommy Dunkelberger, who officiates at the organ for WHIO, Dayton, O., at 8:30 a.m. Monday through Friday, was invited to take a couple of bows in one of the institutional ads being run by the station in the Dayton News. The station's Annual Spelling Bee was the subject of another ad.

Carlton Weidenhammer, who is leaving WICC, New Haven, to join WOR as an announcer, will be given a farewell dinner tomorrow evening at the Hotel Stratfield, Bridgeport.

Amanda H. Barnes, dramatic director of WWL, New Orleans, is recuperating from an illness in Atlanta.

Bob Keneflick, Jr., son of the sports editor on a Syracuse daily, made his radio debut Sunday over WFBL, pinch-hitting for Leo Bolley's Veedol-Tydol sports program. Bolley is taking a two-week vacation visiting the baseball camps in the south.

Thomas L. Stix, co-producer of Pontiac's Varsity Shows, found the Girls' Glee Club at the University of Texas, Austin, where next Friday's program emanates, as attractive as a Ziegfeld Follies chorus. And talented besides. The April 9 broadcast will come from Vanderbilt University, Nashville.

Mimi Oppenheimer, the Girl Reporter of WOAI, San Antonio, is recovering from an illness.

Robert ("Believe It or Not") Ripley, who has been appointed honorary director general of the Greater Texas and Pan-American Exposition, will fly to Dallas for the opening on June 12.

Alex Buchan, sports announcer at WTMV, East St. Louis, has started a new sports program, "Sportshots."

ORCHESTRAS MUSIC

EDDIE DUCHIN will resume his broadcasts over the Mutual network the week of April 4. He'll have two spots weekly.

Arnold Johnson initiates his vaudeville tour with an appearance at the Fox theater in Philadelphia, April 16.

Jos Venuti and his Ork broadcast twice daily over WWL and WPSU from the Blue Room of the Roosevelt Hotel in New Orleans.

Jimmy Joy and his musical aggregation to succeed Frankie Masters' band at the Continental Room of the Stevens Hotel, Chicago, effective April 1. They'll be aired via NBC.

Vincent Lopez has acquired a new vocalist, Grena Sloan, of "Stage Door," "Jubilee" and 'Life Begins at 8:40."

The "Happy Sisters," NBC trio of vocalizing gals, appear nightly at Boston's Hotel Brunswick Casino.

Bob Crosby's recently signed contract with the West-Coast Palomar gives him considerable latitude. He's permitted to appear there at any time he chooses between the date of signing and March, 1938.

Columbia Concert Orchestra will be conducted by Leith Stevens during the "Musical Americana," all-negro program over the WABC-Columbia network Tuesday April 13, from 10:30 to 11:00 p.m.

Eddie Weaver's Friday eve dance music airings from the Hotel Taft, New Haven, will give way to a Thursday program at 11:20 p.m.

Henry King and Ork established a speed record while filling a movie assignment recently. They flew by United Mainliner from San Francisco, where they make music nightly at the Fairmount Hotel, to Los Angeles, where they plattered the scores of the new Grace Moore and Bing Crosby pictures, then returned to Frisco the same day.

ONE MINUTE INTERVIEW

MARK WARNOW

"Tastes change because of economic conditions which control the sentiments of individuals. Thus wars and depressions produce entirely different demands for music. Radio has improved dance music because, since the application of the new microphone technique, instruments blend better, over-noisy rhythms are avoided and this good balance makes more pleasant listening."

FCC ACTIVITIES

APPLICATIONS GRANTED

WSGN, Birmingham. License to cover CP; 1310 kc., 100 watts, 250 watts LS, unlimited.

WGCM, Gulfport, Miss. auth. to transfer control to P. K. Ewing. 1210 kc., 100 watts, 250 watts daytime, unlimited.

WBBZ, Ponca City, Okla. Increase power to 250 watts, daytime.

WTFI, Atlanta, installation of new equipment and vertical antenna. Transmitter site approved.

WHDL, Olean, N. Y. Mod. of license to change name to WHDL, Inc.

WCAU, Philadelphia. Auth. to determine operating power by direct measurement of antenna input.

WNBF, Binghamton, N. Y., increase in day power to 250 watts.

KFRO, Longview, Tex., license to cover CP and Mod. 1370 kc., 250 watts, daytime.

WLAK, Lakeland, Fla. Auth. to transfer control to J. P. Marchant. 1310 kc., 100 watts, unlimited.

SET FOR HEARING

Gallatin Radio Forum, Bozeman, Mont. CP for new station. 1420 kc., 250 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Glen E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

Harold F. Cross, Lansing. CP for new station. 580 kc., 500 watts, 1 Kw. LS., unlimited.

Robert E. Clements, Huntington Pk., Cal. CP for new station. 1160 kc., 250 watts, daytime.

John Stewart Bryan, Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Gerald A. Travis, La Porte, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 Kw. LS., unlimited.

Standard Life Insurance Co. of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WGL, Fort Wayne. CP to make changes in equipment and increase power to 250 watts.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. to Harry Dahl.

The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.

APPLICATIONS DENIED

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

WDAS, Philadelphia. Mod. of CP. 1390 kc., 500 watts, 1 Kw. LS., unlimited.

APPLICATION DISMISSED

Howard A. Miller, Galesburg, Ill. CP for new station. 1500 kc., 100 watts, daytime.

Staunton Broadcasting Co., Inc., Staunton, Va. CP for new station. 1500 kc., 250 watts, daytime.

Galesburg Printing and Publishing Co., Galesburg. CP for new station. 1500 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

H. W. Wilson & Ben Farmer, Wilson, N. C. CP for new station. 1310 kc., 100 watts, daytime, be granted.

Peryatel Bros. & Richard Beauchamp, Raton, N. M. CP for new station. 1210 kc., 100 watts, unlimited, be denied.

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

WBAX, Wilkes-Barre. Mod. of license to change hours of operation to unlimited, be granted.

WELI, New Haven. App. for change in power, frequency and hours of operation to 930 kc., 250 watts, 500 watts LS., unlimited, be granted conditionally.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime, be denied.

Baker Hospital, Muscatine, Ia. Auth. to transmit programs to Canada and Mexico be denied.

H. O. Davis, Mobile. CP for new station. 610 kc., 250 watts, 500 watts LS., unlimited, be denied.

Harold Thomas, Pittsfield. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be denied.

Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime, be denied.

Red Lands Broadcasting Ass'n., Lufkin. CP for new station. 1310 kc., 100 watts, daytime, be granted.

Virgil V. Evans. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

HEARINGS SCHEDULED

April 3: KDON, Del Monte, Cal. CP to change frequency and power to 1400 kc., 250 watts, 1 Kw. LS., unlimited.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

June 4: KLO, Ogden. CP to increase power. 1400 kc., 1 Kw., 5 Kw. LS., unlimited.



"PARAMOUNT ON PARADE"

Sustaining

NBC-Red network, Sundays, 12-12:30 p.m. EST.

VARIETY PROGRAM FROM FILM STUDIO LOT MAKES A POOR START.

Loosely put together, the opening show of the Paramount Pictures studio series was far below expectations. Opening program was dedicated to the country's film exhibitors—who have been putting up quite a squawk about the competition they get from movie stars appearing on the radio. After a musical bit in which Phil Harris and his orchestra and the Albee Sisters took part the emcee or guide and his assistant, Lynne Overman and Mary Carlisle, were introduced. They killed a few minutes with some trivial dialogue, then gave way to Rufe Davis, who offered an entertaining routine of novelty musical stuff. Shirley Ross did some vocalizing from the "Waikiki Wedding" set. It was not made very clear how the guide happened to be visiting the set of a film that is already finished and being exhibited—although there was a brief remark about a foreign version. Bob Burns contributed a bit, and Boris Morros, producer of the program, came in for a few words.

Overman doubtless could have done a much better job if he had been given the material. Miss Carlisle didn't register. Musical background, with Victor Young conducting the studio orchestra, was good.

New BBC Transmitters

London—Of the three new transmitters being built at Daventry, each with 50 kilowatts power, compared with 15 kws. of the existing service to British possessions overseas, two are expected to be completed in time to broadcast the Coronation on May 12. Twenty-two new aerials are being erected.

British Broadcasting Corp. is tripling the power of its transmitters to the dominions and colonies presumably in an effort to combat the long-range ether propaganda guns of Italy, Germany and Russia.

"TO OUR MOTHERS"

Sustaining

WMCA-Intercity network, Mondays, 10:45-11 a.m.

SENTIMENTAL TRIBUTES TO MOTHERS THAT WILL PLEASE THE WOMEN.

Originated and conducted by Eve Hammer, lecturer, who has encountered many instances of motherly devotion in the course of her travels, this sentimental program suggests possibilities beyond those achieved in the initial broadcast. Four incidents were embraced in the first program, with a New York girl, a Hollywood film man, a girl from the recent flood region and a doctor taking turns at relating what they owed to the toil, struggles, bravery, etc., of their respective mothers.

No attempt made to dramatize the incidents, hence the effectiveness and appeal of the stories must depend on the narrating abilities of the individual speakers.

Potentialities for listener interest also are indicated in the invitation to dialer to send in stories of their own mothers for re-enactment in the series.

Remote Studio in Henderson

Henderson, Tex.—The radio studio in the Randolph Hotel here which came in for publicity through its work in the recent New London school disaster is linked with KOCA, Kilgore. Roy G. Terry, manager of KGKB, Tyler, and KOCA, recently entered into a contract with Ted Hudson to operate the remote studios here for KOCA. Hudson cooperated with KOCA and KGKB in the recent emergency relief work.

Poole Handling Television

Minneapolis — Henry Poole of the WDGY staff has been placed in charge of the daily 15-minute television broadcasts over W9XAT in the WDGY building.

Frank Blair in New Post

Greenville, S. C.—Frank Blair, formerly of WCSC, Charleston, and WIS, Columbia, has become program director of WFBC here. He succeeds Walter Knobeloch, who moved to WOL, Mutual's station in Washington.

Holt Handling Foreign Disks

C. A. Jocelyn Holt has taken over the foreign department of Alsop Radio Recording, Inc. The foreign language transcriptions are intended for Latin-American consumption.

WROL Adds News Period

Knoxville—WROL has added a 10:30 p.m. news period, making eight daily. Claude Frazier and Harry Moreland take alternating nights.

COMMENTS
On Current Programs

"Story of Mary Marlin"

Switching to a new sponsor (Procter & Gamble, Ivory Flakes) and going on an extended schedule (NBC-Red, 12:15-12:30 p.m., and NBC-Blue, 5-5:15 p.m., Monday through Friday), "The Story of Mary Marlin" started off yesterday by giving a collection of flash-backs calculated to familiarize new listeners with the background of Mary Marlin. The resume, scripted by Jane Crusinberry, author of the serial, dealing with the married life of a young couple, consisted of about a dozen short scenes that served the intended purpose very nicely. Cast of the show includes Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Ann Stone, Robert Barron, Arthur Kohl and Frances Carlon.

Ed Wynn

Most likely the worst hunk of material this comedian ever unloaded into the mike. No one expects a program to be funny in high at every performance, but this particular show on Saturday night (NBC-Blue) never got started and this in itself may have accounted for the unfunny aspect of the subsequent continuity. Wynn fluffed and painfully so, with the situation being saved to great extent by Graham McNamee. When Wynn falls into indelicate lines, and he does quite often, they are overlooked if a laugh follows; when there is no laugh the spot is a tough one. Charles Kullman, operatic singer was unusually good, and in fine voice.

Nash Speedshow

This 9 p.m. stanza on CBS slowed up perceptibly with the acquisition of Grace Moore, probably due to production and again probably due to uninteresting selection of songs for Miss Moore. Change of policy whereby the warbler has been added to the Floyd Gibbons-Vincent Lopez combination in place of pepped up variety style seems to be a distinct letdown if former shows of the series are held up by way of comparison. Saturday night is exactly a time for sleepy-time tempo.

Twin Stars

Switching to a Sunday spot and the CBS network, the National Biscuit program with Victor Moore and Helen Broderick was not a very spirited affair in its debut on this web. The comedy material was below par. Billy Gilbert and his sneezing specialty provided some of the best fun, and a girl vocalist was pleasing but had only one number. Lou Kosloff conducted the Buddy Rogers orchestra, which did itself credit. Rogers, now on his way back from England, rejoins the show next Sunday.



Joan Blaine south by plane with mother for a month's stay in Miami, instead of Palm Springs as originally planned. Will return to New York for new show—already signed for—handled by Bill Murray of William Morris N. Y. office.

Lum and Abner definitely set for Hollywood broadcasts in the future. Pair in Chicago for agency and sponsor conference setting everything for subsequent airings in quick time of four hours. Lord & Thomas handling.

Franklyn MacCormack, Jack Fulton and Karlton Kelsey poetic and musical show to take Friday night shot of Mortimer Gooch over for Wrigley when Gooch show leaves air on April 2.

Carroll Dickerson and his well known ork from the Cotton Club have taken to the air nightly over station WCFL at 10:30 p.m. CST.

Truman Bradley had his Easter dinner in Detroit with Mr. & Mrs. Cullen Landis. Landis was a movie celeb of the silent era.

Hugh Studebaker spent his holiday in Kansas City with his mother.

Bill Amsdell of the CBS drama "Sunbrite Junior Nurse Corps" signed with script sponsors to accompany Junior Nurses, Lucy Gillman and Helena Ray, to west coast this summer where girls' radio org will hold initial convention.

Dolores Gillen, feminine interest of Bob Elson's street interviews over WGN, signed for the movies by Joe Rubenstein, Warner Bros. talent scout.

Col. Roscoe Turner off on a flying trip to Burbank for Easter and back at NBC studios on Monday in time for his air show.

Gene Arnold and His Minstrel Troupe do a repeat guest appearance on the Alka-Seltzer National Barn Dance on Saturday.

Smiling Ed McConnell has purchased a nine-room house on a 30-acre plot in Elk Lake, Mich.—and a new motorboat to go with it.

"Virginia Lee and Sunbeam" radio drama of a Southern girl and a Negro mammy, featured in the past on WLS here, returns to the air over that station next Monday.

Patricia (Bachelor's Children) Dunlap back in Chi by plane after week in Hollywood.

Ruth (Girl Alone) Bailey was all set for a trip to Bermuda this week but forced to stay here when written in script of "Bachelor's Children"—in a broadcast part that had her taking a trip to Bermuda!

Margot Rebeil is WGN's latest star soprano soloist.

Rowena Williams, who first gained fame as winner of the CBS audition for Dick Powell's "Hollywood Hotel," will be presented as featured soloist with the Northerners octet over WGN today.

AGENCIES

LOUIS H. FROHMAN will join the Wales Advertising Co., Inc., as executive vice-president April 1. Frohman was formerly connected with the Frank Presbrey Co.

GLEN SHEARS, for the past ten years associated with Henri, Hurst & MacDonald Advertising Agency, Chicago, has joined the Chicago staff of Lord and Thomas.

BUCK GUNN, assistant head of J. Walter Thompson's radio department, has J. Morse Ely of the social register as assistant.

Fleischmann Disks For Latin-America

Alsop Radio Recording Inc. has completed a series of 15-minute musical and dramatic transcriptions for Fleischmann's Yeast Co. for Latin-America. These foreign language transcriptions feature dramatizations of the lives of the great composers. Transcriptions for Fintex Clothes of Cleveland, Saskasal Salts of Saskatchewan, Candycod, Peter Pan Salmon, Pioneer Minced Clams, Walkover Shoes, Little Duchess Bluing and Kalms have also been cut.

A series of ten one-minute dramatic announcements for I. J. Fox of Boston, and another series of 180 one-minute dramatizations for the Samuel Stores have also been recorded by Alsop. The Dudley Lock Co. is in process of having a series of 5 minute dramatic and musical transcriptions cut by Alsop.

More Sets for Chinese Schools

To supplement the 2000 radio sets now installed in the schools of China the Ministry of Education has ordered the distribution of an additional 5000 receivers to schools, according to a report to the Commerce Department from the American Commercial Attache, Shanghai. The Central Broadcasting Station at Nanking has been instructed to furnish daily broadcasts on educational and scientific subjects, the report states.

Philly Record Takes Show

Philadelphia — The Philadelphia Record, morning sheet, is making use for the first time its swap deals with WIP to provide a live talent program. Paper takes over the "Philadelphia Parade of Events," half-hour dramatization of local news following a "March of Time" pattern. Program has been heard sustaining over WIP on Saturdays for the past two months, a product of Edward Wallace, station's production director.

Health Series Changes Time

"Your Health" series, aired as a sustaining show over the NBC-Blue network Tuesdays, 5-5:30 p.m., will move to a 4-4:30 p.m. spot on March 30, and will continue to be heard at that hour in the future. Program is presented by the American Medical Association.

WHO READS RADIO DAILY

STATIONS

SPONSORS

STARS

ADVERTISING AGENCIES

RADIO EDITORS

MUSIC PUBLISHERS

RADIO ENGINEERS

PROGRAM PRODUCERS

TALENT AGENCIES

MOTION PICTURE EXECUTIVES

EQUIPMENT MANUFACTURERS

SONG WRITERS

BAND LEADERS

EVERY DAY

NEW BUSINESS
Signed by Stations

WFIL, Philadelphia

J. S. Ivans Co. (cakes), 12 spots weekly, 40 weeks, through Harkins Agency; 7 Up (drink), one spot weekly, 13 weeks, through Philip Klein Agency; Bachman Chocolate Mfg. Co., baseball scores, through E. W. Helwig Agency; Lever Bros. (Spry), 5 spots weekly, 52 weeks, through Ruthrauff & Ryan; Procter & Gamble (Lava soap), 21 spots weekly, 13 weeks, through Blackett-Sample-Hummert; Silver Suds Co., thrice weekly participation in Women's Club, through Dorsey Agency; Sure Laboratories (foot salve), 18 spots weekly, 13 weeks, through Selviair Broadcasting System; Dr. School (foot comforts), thrice weekly participation in Women's Club, 27 weeks, through Donahue & Coe.

WBT, Charlotte

Fine Products, Augusta, Ga. (candy), 15 spots, through Rawson-Morrill Inc., Atlanta; Ford Motor, 60 spots, through Eastman-Scott Co., Atlanta; DeVoe Raynolds Paint, 13 five - minute disks; Rexall, five 15 - minute disks; Roi-Tan Cigars, daily time signals, 13 weeks; Sherwin-Williams Paint, five weekly spots, 13 weeks; Studebaker, half-hour daily disk; Procter & Gamble (Camay soap), 20 spots, all through Radio Sales; Webster - Eisenlohr (Cinco cigars), seven weekly time signals, 13 weeks; Chrysler, 12 spots, through Lee Anderson Adv. Co.

WJR, Detroit

For placement on WJR, Detroit, Cal-Aspirin is having WBS take off the line recordings of its "Painted Dreams" program on Mutual. Series began yesterday and will be heard Mondays through Fridays. Blackett-Sample-Hummert Inc., Chicago, has the account.

WNEW, New York

Spry (shortening), spot announcements, daily for 52 weeks, spotted during the "Make-Believe Ballroom." Ruthrauff & Ryan is the agency.

KFWB, Los Angeles

Farleys (men's outfitters), Gold Star Rangers, two hours daily, 52 weeks; Western Auto Supply, "Outdoor Reporter", 15 minutes, 26 weeks.

WBRY, Waterbury

Reymond Baking Co., five-a-week five-minute disks, "Belle and Martha", on a 200-time schedule.

WSPR, Springfield, Mass.

Stickney & Poor Spice Co., weekly Wednesday five-minute series, "The Life of Spice".

KJBS, San Francisco

Mission Merchants Ass'n, 10 a.m. edition of "News While It Is News", announced by Hubert Gagos.

☆ ☆ Los Angeles ☆ ☆

CARLTON KaDELL, NBC announcer on the Amos 'n' Andy show, was sold by the NBC Artists Bureau to National Biscuit Co. to announce the Twin Stars show when it went CBS on Easter Sunday. This is KaDell's second big break in recent weeks, his first having been the chance to announce the Dodge disk series of 13 soon to be put out by Ruthrauff and Ryan on 300 stations, coast to coast.

Lewis Allen Weiss, Don Lee net chief, talked on "Local Station Management" as principal speaker for Los Angeles Ad Club's radio day lunch on Friday. Syd Dixon, NBC Los Angeles sales chief, was chairman of the program, which included a television demonstration by Harold Lubcke, Don Lee.

All of J. Walter Thompson agency's Coast shows will stay on the air during the summer months, without change of principals. Bing Crosby and Bob Burns, on Kraft program, will each take a short vacation, but not at the same time. Other shows include Lux Radio Playhouse, the new Nash-Lafayette program and Chase and Sanborn "Do You Want to be an Actor?"

Young & Rubicam announce that their audience survey for the night Jack Benny and Fred Allen appeared together show that 95.5 of the listening public were tuned in.

Two hundred special guests sat at lunch tables, ate spaghetti dinner in KFAC studio at last week's premiere broadcast of Superio Spaghetti's new variety show which launched Jimmy Tolson as an m. c. Tolson started in the movies a few years back as boy singer under United Artists contract, has been singing on an increasing number of local programs lately, and looks like a comer. His good singing voice and ability to put a song over takes second place to an easy, pleasant hosty style running a show. Advertising Arts Agency's Art Richards producing, Tolson and Mel Blanc, comic of the show, writing it. Camille Soray, Three Blues and Gino Severi's ork furnishing music. Bob Swan announcing.

Penny Gill, secretary on the Jack Oakie Camel program, is screen testing for Gordon Wiles, Columbia studio.

Silverwoods department store using "I Love You California" as theme song for its new Short Story Playhouse series on KECA. Song, which is practically official state tune, written by F. B. Silverwood, founder of the store. Lila Lee back at head of cast, after a week out.

Ed Petry, of Petry & Co., N. Y., national rep for KFI and KECA, making his semi annual visit to the two Earle C. Anthony stations.

Ken Murray will celebrate the launching of his new Campbell Soup program with a broadcast party and informal cocktail reception backstage after the 8:30-9 p.m. show tomorrow.

Hollywood Hotel program for April 16 will go on the air from sound stages on the RKO lot, doing scenes from the new Gershwin picture, "Stepping Toes." Ginger Rogers set, other players to be added.

Electro-Vox Recording Co. has begun waxing a 26 episode serial for kids which the makers will release through their own selling organization. Serial is titled, "Tommy Parker, G-Scout," written by Virginia Lynn, directed by Avery Cullen, starring a new boy "find," Bobby Bollinger. Bert B. Gottschalk, Electro-Vox head, aiming at Parent Teacher and Women's club endorsements, as serial was inspired by their recent pleas for more child radio entertainment which would have action enough to suit the healthy youngster's yen for it, and which would get the action without glorifying crime.

Frank Bull, member of the Allied Advertising Agency and veteran sports announcer of Southern California, is starting a new sports comment feature to go nightly except Tuesday and Sunday on KHJ. Program being approached by possible sponsors.

Fred Liggett Back on Job

East St. Louis, Ill.—Fred Liggett, veteran radio engineer who installed WTMV's transmitter, serial, and studio equipment, resumed his duties as chief of WTMV engineers yesterday after a forced absence of more than a year. Laid seriously low by pneumonia and a resulting lung infection in February of 1936, Liggett has spent the intervening months in hospitals in St. Louis and in Denver, Colorado and has spent the last 4 months in Florida's sunshine recuperating from the illness. Alfred Lee Bergtold has been acting chief during Liggett's absence.

New Manager for KCMC

Texarkana, Ark.—Foster W. Fort, formerly with KABC, San Antonio, has been named manager of KCMC here.

Big Audience for McCann

When Alfred W. McCann announced over WOR that tickets were available for the first time for a McCann Broadcast, more than 5000 requests were received and filled in two days.

The broadcast will take place in the Grand Central Palace tomorrow. The event is the finals of the Women's National Cooking contest under the auspices of the Arts and Industries Exposition.

PROMOTION

Barn Dance Picture Book

The second annual Iowa Barn Dance Frolic Souvenir Pictures Book, issued by WHO, Des Moines, came off the press last week. Its bright covers, decorated with humorous conceptions of Sunset Corners Opry House and cartoons of some of its nationally famous performers, open to disclose 30 pages of pictures and descriptive information about the Barn Dance Frolic, the artists who make the Barn Dance a favorite with millions of listeners, the announcers, producers and engineers who put the show together each week and then send it out to radio listeners all over the country. The lithographed book sells for 25 cents.

Pontiac Contest

In a radio contest started yesterday on its CBS "News Through a Woman's Eye" program, the sponsor offers five new 1937 Pontiacs for the best 100-word letters submitted on the subject "Why I Think the 1937 Pontiac Is America's Finest Car." Next 10 best letters receive $100; next twenty $50; next twenty-five $20; next thirty-five $10.

Official entry blanks can only be obtained from Pontiac dealers, and blank must be endorsed with the dealer's name. No contestant can enter unless he has taken a ride in a new Pontiac. Contest closes midnight, May 31.

Amateur Guest Commentator

Tydol Associated Oil Companies adds an amateur guest news commentator daily on its noonday news period over WFIL, Philadelphia. Sponsors four shots daily over station. Tyro is only given 30 seconds of the quarter hour to spiel about what he thinks is the most interesting item in the day's news. Guests are taken on for the asking and given an expensive pocket wall set for the effort. Giveaway has his name and address inscribed thereon with a notation that he is a qualified "WFIL Tydol News Reporter."

Exploit KSTP Transmitter

St. Paul—In an effort to further publicize its new $300,000 transmitter, KSTP this week followed up an informal air tour of its studios with a half-hour stunt direct from the new installation. The broadcast was simplified and kept in non-technical language. Among those on the scene for the broadcast were Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer.

Comparing Showmanship

Newest promotion piece from NBC touches on the P. T. Barnum type of showmanship, comparing the famed showman's "cherry colored cat" with the network counterpart, "the singing mouse." Good piece of work, with the cover of the pamphlet being done in mauve colored velvet paper, simulating mouse fur, neatly aided with art work.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 36 NEW YORK, WEDNESDAY, MARCH 31, 1937 FIVE CENTS

Radio Research Report By June 1

Field Tests Now Under Way for Data on Coverage and Listening Habits of Nationwide Audience

Paul F. Peter, secretary of the Joint Committee on Radio Research, will submit his report on "methods to determine the radio coverage and listening habits of the radio audience" to the Joint Committee by June 1, it was learned yesterday.

Field tests are now going on and it is expected that all data will be complete by the end of next month. If the committee, composed of five members each from the AAAA, ANA and the NAB, approves of the report, the next step might possibly be the formation of a permanent operating bureau to carry out the work. Bureau would be supported by the medium as a whole. Final

(Continued on Page 3)

6 CANADIAN STATIONS ADDED BY WEED & CO.

Weed & Co., station representatives have added six more Canadian outlets to their roster, making 10 in all for which they act as American reps.

Deals are effective forthwith and the stations are: CKY, Winnipeg, 15,000 watts; CKKX, Brandon, Man., 1000 watts (both these stations owned by Manitoba Telephone Co.); CKCK, Regina, Sask., 1000 watts, owned by Regina Leader-Post; CFAC, Calgary; 100 watts, owned by Calgary Herald; CJCA, Edmonton, 1,000 watts, owned by Taylor & Pearson Broadcasting Co., Ltd., and CJOC, Lethbridge, Al-

(Continued on Page 8)

34 Accounts Signed By WOAI, San Antonio

San Antonio — Business has been booming at WOAI, with 34 accounts signed recently. National and out of town contracts include Oneida (Tudor Plate), Buffalo; Devoe & Reynolds Paints, New York; Locke Nursery, New Braunfels; Studebaker, Fort Wayne; Olde Time Religion, Fort Wayne; Hoover Liniment, Carlisle, Ind.; Gardner Nursery, Sioux City, Ia.; Chevrolet, Detroit; Nchi, Macon, Ga.; Alaska Pacific

(Continued on Page 8)

Studebaker Launches WBS Test Series

Chicago — Studebaker Sales Corp., South Bend, Ind., has started a new series of half-hour WBS transcriptions on a limited number of stations in a test campaign. Richard Himber and his orchestra are featured on the programs. Campaign is slated for expansion after test proves successful. Roche, Williams & Cunnyngham Inc. has the account.

WOR Coast Sales Rep

Appointment of Edward S. Townsend as WOR west coast sales representative was announced yesterday by Alfred McCosker, president. Townsend will act in a similar capacity for WGN, Chicago, a Mutual network affiliate. Townsend, who has been selling advertising in publications and radio on the coast, will have offices in the Russ Building, San Francisco.

WBAL Signs Pimlico

Baltimore — WBAL has signed exclusive airing of the Pimlico 15-day racing season, starting April 19. American Oil Co., through Joseph Katz agency, has bought all races on Preakness Day, May 15, when a four-hour broadcast including studio variety talent will take place. WBAL feeding it to WMAL, Washington, and the NBC-Blue network. Clem McCarthy of NBC will be at the mike.

PREPARING CAMPAIGNS FOR MAGAZINE GROUP

Official Detective Magazine, member of the Guide Group which includes Radio Guide and Screen Guide, will shortly begin a series of transcribed programs over the following stations: WELI, WCAO, WORL, WSAR, WCAP, WOV, WGNY, WNBX, WDEV, WLVA, WPHR and WHIS. Disks are now being cut in Chicago and will consist of stories being carried in the current issue of magazine.

Publishers announced at the same

(Continued on Page 8)

Woodbury Announces $100,000 Contest

J. H. Woodbury Inc., Cincinnati (facial soap), on April 12 will announce a $100,000 letter writing contest over its afternoon program, "Follow the Moon," on the NBC-Red network. Listeners will be invited to

(Continued on Page 7)

WBNX APPEALS TO NAB ON TITLE DUPLICATION

The long troublesome topic—the duplication of program titles by radio stations—has been placed in the lap of James Baldwin, managing director of the NAB, in a letter filed with the NAB yesterday by W. C. Alcorn, vice-president and general manager of WBNX.

Station claims that two months ago it started a series of programs under the title "Rackets" and within the past week another New York station (WOR) started a series called "It's a Racket." Both programs are

(Continued on Page 8)

Television Institute Advertising on Radio

First radio advertised television course, airs on WMCA at 8:15 tonight as one of two spots bought on the outlet by the Massachusetts Television Institute. Time bought through N. W. Ayer & Son, Inc., is for two 5-minute spots weekly, the second spot on WMCA being heard tomorrow at 6:25 p.m. Course advertises mail or personal instruction in telcvision angles.

M.T.I. has offices in RCA building and has heretofore advertised in this area in local dailies.

NBC Orchestra Buildup For Toscanini Concerts

NBC will bring its symphony orchestra to full strength, preliminary to the 10 concerts to be conducted by Arturo Toscanini, with the job entrusted to Dr. Artur Rodzinski, at the request of Toscanini. To this end, NBC will have Dr. Rodzinski tour the country for the best available symphony men and offer them 52-week contracts.

Rodzinski will conduct at least 10

(Continued on Page 7)

K. K. Hansen Joining Comer Agency as V.-P.

K. K. Hansen has resigned as head of the Rockwell-O'Keefe Inc., radio and advertising departments, effective April 24, to become vice-president in charge of New York offices of the

(Continued on Page 7)

P & G Using 100 Stations In Camay Spot Campaign

CRA Deal with WLW Is 5 Hours Weekly

Consolidated Radio Artists Inc. deal with WLW calls for the former to buy 10 half-hours weekly for sustaining bands. First band from New York will probably be the Rudolph Friml Jr., opening tonight at the French Casino here. Don Bestor is now being heard out of the Netherland-Plaza Hotel, Cincinnati, the

(Continued on Page 8)

Procter & Gamble Co., Cincinnati (Camay soap) plans to use 100 stations in its spot radio schedule which gets under way this week. Twenty one-minute live announcements are allotted to each station.

Camay trailer contest on the Camay NBC program is being plugged in the announcements. Campaign will be completed by May 1. Pedlar & Ryan Inc. has the account.

P. & G. is also using spot announce-

(Continued on Page 5)

Thomas to Coronation

Lowell Thomas, NBC commentator, is expected to sail in about two weeks for London to cover the Coronation. In addition to some broadcasts via short wave, Thomas will cover the event in his capacity as editor of Fox Movietone News. Truman H. Talley, head of Movietone, will accompany Thomas. Substitute on Thomas' Sunoco program not yet set.

RADIO DAILY

Vol. 1, No. 36 Wed., Mar. 31, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Tuesday, Mar. 30)

NEW YORK STOCK MARKET

	High	Low	Close	Chg. Net
Am. Tel. & Tel.	170 7/8	170	170 7/8	+ 7/8
Crosley Radio	24 1/4	24 1/4	24 1/4	+ 1/4
Gen. Electric	58 1/2	56 3/8	58 1/4	+ 1 7/8
North American	27	26 1/2	27	... 1/2
RCA Common	11 1/4	11	11 1/8	+ 1/8
RCA First Pfd.	76 1/2	76 1/4	76 1/2	+ 3/8
RCA $5 Pfd. B		(75 Bid)		
Stewart Warner	19	18 3/4	19	...
Zenith Radio	34 1/4	34	34	— 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 7/8	16 7/8	16 7/8	... 1/8
Majestic	4 1/8	4 1/8	4 1/8	— 1/8
Nat. Union Radio				...

OVER THE COUNTER

	Bid	Asked
CBS A	58 3/4	60 3/4
CBS B	58 1/2	60 1/2
Stromberg Carlson	15 1/2	16 1/2

Prall Among Speakers At Democratic Meeting

Chairman Anning S. Prall of the FCC, Postmaster-General James A. Farley and Senator Robert F. Wagner will be principal speakers at the meeting and entertainment of the Featherston Democratic Club of Tompkinsville, S. I., on Saturday, with an airing over WMCA at 8:30-9:30 p.m.

Entertainment program will include Yvette Rugel, Eleanor Sherry, Sid Gary, Howard Doyle, J. C. Flippen, Harriet Brent and others.

F. W. Bryant Joins WBS

Chicago — F. W. Bryant, formerly with McCann-Erickson Inc., has joined the WBS station relations department.

REEVES STUDIO
RADIO TRANSCRIPTIONS
Noiseless Film and Wax Recording
•
ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

RADIO EDITORS' FORUM

First of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By MAX HALL

Daily Georgian-Sunday American, Atlanta, Ga.

MY views on the principal needs of the broadcasting industry are as follows:

(1) MORE EMPHASIS ON PRODUCTION. A well-produced radio show is a joy indeed, and far too many are shabbily produced. Some programs are ragged as though thrown together in haste, but the most common fault is lack of balance and lack of unity.

Talent is not nearly so important as production, but sometimes it seems to be given the edge by broadcasters. I hear "big name" shows that are poor, even though the "big names" themselves are okay. On the other hand a show with no expensive talent may go over like a million if it is planned by a showman with a sense of balance and whipped into shape by a director with a sense of timing.

To be a real hit a show must have some kind of warmth, or flavor, of its own—a sort of aura that is recognizable, so that when it comes on the air the listener has the real feeling an old friend has entered his home. No excellence of talent alone can cause this feeling. "The Magic Key" has the tops in talent, but you don't notice it winning any radio editors' polls. You don't often think of this program as a whole, but merely of certain stars you have heard on it.

(2) LESS EMPHASIS ON STUDIO AUDIENCES. At this distance from the broadcasting centers, it is obvious that a large number of radio producers are allowing their minds to be confined in one city, even in one studio, instead of taking in the wide audience of radio listeners, who, sitting in their homes, do not care whether a small group of people in New York or Hollywood is having a good time or not, but desire only to be entertained by what comes out of their loudspeakers.

I don't necessarily wish to eliminate studio audiences entirely, and I agree that a studio audience can add effective atmosphere by laughter and applause (not too much of either). But I think actual CATERING to studio audiences by comedians, who forget they are no longer on the vaudeville stage, not only is illogical in an industry that is supposed to be producing RADIO programs, but also is downright near-sighted and stupid.

We frequently hear a burst of laughter entirely unjustified by anything heard on the air, and that, I think, is absolutely the height of something or other. Broadcasters should never lose sight for a second of the fact that WHAT GOES OUT ON THE AIR WAVES is of paramount importance, dwarfing all other interests.

Pre-Season Ball Games Broadcast from KRGV

Weslaco, Tex.—Baseball fans in the Lower Valley Grande territory had their first spring baseball a few days ago, when the St. Louis Browns came down from San Antonio to mix with the Kansas City Blues of the American Ass'n, with KRGV here broadcasting the game. Jack Drake, KRGV sports announcer, and I. S. Roberts, merchandising manager who formerly handled Texas League games for KPRC, Houston, comprised the staff in charge of airing the game. They also will handle the Philly Athletics vs. Toledo Mud Hens game on Friday.

The K.C. and Toledo teams chose Lower Valley Grande as their training grounds this season. Valley citizens are working to attract other teams here.

Ninth U. S.-NBC Show Goes on Air April 25

A new series, "A Trip to Our National Parks," making a total of nine weekly programs broadcast by NBC in cooperation with the U. S. Government, starts April 25 at 3-3:30 p.m. over the NBC-Red network.

Young Artists Series Is Revived on WDGY

Minneapolis — The Young Artists Series, a big success during a 13-week run last fall, has been put on the air again at WDGY by Edward P. Shurick, assistant general manager of the station. Talented artists are invited to appear on the program, one at a time, with the public invited to write in and request a return program. If the mail is sufficient, the artist is put on the air again. At this time, the public is asked if they would like the artist have a program of his own. If the mail in answer to this request is large enough, the artist is given a program.

Shurick states the plan is an excellent method of building a group of sustaining programs that have the approval of the public. It also arouses interest among the public in giving the young artist a start in radio.

From the series last fall came such programs as "Mildred Johnson and her Mildredettes," "Bernadine Peterson and her Bouquet of Melodies," "Dorothy Dorum from Melody Land" and others.

Series is being aired Tuesdays, Wednesdays and Fridays at 7 p.m. under Shurick's personal direction.

COMING and GOING

BUDDY ROGERS arrives on the Bremen this afternoon and flies to the coast tomorrow.

R. H. GRANT, vice-president in charge of radio, General Motors Corp., arrives in town today. Probably set the General Motors Sunday Concerts summer show.

SAM PICKARD, lessee of WGST, was in and out of town yesterday. Returned to Miami Beach.

ALLEN SIMMONS, manager of WADC, is in town for a look-see.

H. J. BRENNEN, owner of WJAS, and R. M. THOMPSON, commercial manager of the station, arrived in town yesterday aboard the Aquitania after a three week cruise.

GEORGE STORER, owner of WSPD, WWVA, WWMN, in New York on a business trip.

WILLIAM A. SCHUDT, JR., general manager of WBT, Charlotte, is in New York on a week's business trip returning Saturday.

A. J. KENDRICK, vice-president of WBS's Chicago office, is visiting New York headquarters.

BILL HOPPES, WBS station relation manager, left New York for a two week trip through Texas and other southwestern stations.

JOHN E. LOWRY, general manager of the Manitoba Telephone Co., owners of CKY, Winnipeg and CKX, Brandon, returned to Winnipeg after spending a few days in New York where he observed local radio and telephone conditions.

MARY LEWIS sails today aboard the Aquitania for Europe.

MARY BOLAND has left the Lombardy here for Hollywood after appearing as guest star on a few shows.

JUDY CANOVA, her sister and brother, ANNIE and ZEKE, left for Hollywood to appear in Jack Benny's picture "Artists and Models".

FRANK SOMERS, CBS engineer, arrived back in New York after a trip to the Carolinas.

DICK FISHELL, WMCA special events director, arrives tomorrow from his Florida vacation.

WARNER BRIDGES of WEBC, Duluth, is spending a few days in New York and is stopping at the Waldorf.

ADELE RONSON of the cast of NBC's serial, "John's Other Wife", sails Saturday on the Queen of Bermuda for a ten-day vacation.

Coming Events

Today: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

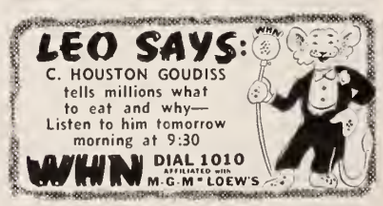
April 6: Radio Corp. of America annual stockholders' meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.



VIC RATNER ADDRESSES CBS STATION MANAGERS

At a luncheon held at the Hotel Ambassador yesterday, Victor Ratner, CBS sales promotion director, discussed 1937 advertising plans with managers of CBS owned stations and members of Radio Sales Inc.

At the meeting were Harold E. Fellows, manager of WEEI; William A. Schudt, manager, WBT; K. W. Husted, commercial manager, WCCO; Arthur Hayes, manager of the Eastern division of Radio sales; Kelly Smith, manager of Radio Sales, in from Chicago; Howard Meighan, Stephen Fould, Radio Sales staff, and Ed Reynolds, director of the owned and operated sales promotion department.

Smith will remain in town for two weeks, Schuldt returns to WBT the first of next week, and Fellows goes back to Boston on Thursdays.

Chamberlain Brown In Series on WMCA

Chamberlain Brown, who recently concluded a 26-week series of half-hour variety programs on WINS, starts a new show on Monday at 3:30 p.m. over WMCA. Drawing upon the extensive name talent available through his theatrical management office and his Broadway associations, Brown's first program will have Fritzi Scheff, Ann Nichols, Marcus Griffin, Fred Hillebrand, Herman Yablokoff, Goeta Ljunburg and others.

Michelson on Tour

Charles Michelson, eastern manager of Earnshaw Radio Productions, leaves April 5 on a tour through the east and south with Earnshaw's new 1937 transcription releases.

ANNOUNCERS

JOHN JAEGER, WNEW staff announcer, has been selected to replace Kenneth Roberts on the Saturday night CBS Phillip Morris broadcasts. Roberts is currently appearing in a Broadway production. Jaeger will continue with his WNEW commitments.

KEN HIGGINS, recently of the announcing staff of KFRC, San Francisco, and before that with KYA, is back in the Hearst group again, having joined the announcing staff of KEHE, Los Angeles.

HOWARD BROWN is the newest addition to the announcing staff at WIP, Philadelphia, coming over from WHAT.

MAURICE HART, who has just celebrated his first anniversary as an announcer for WAAT, Jersey City, has been appointed chief announcer.

JOHN JAEGER, youngest WNEW announcer, who has been with WNEW since the station opened, won the right to replace Kenneth Roberts on the Philip Morris program in competition with three CBS announcers.

NEW PROGRAMS—IDEAS

New WLTH Educational Series

"Interviews With the Past", second of WLTH's educational script series prepared by the Office of Education of the U. S. Department of Interior, has been launched in cooperation with the Dramatic Group of the Henry Street Settlement. Each week the Settlement group conducts an "interview" with a famous figure of history. Napoleon is on the program at 11:15 tonight.

First WLTH educational series, "Answer Me This", is now in its fourth week and building up considerable mail.

Broadcats from Park

Denver — Broadcasting from city park, and inviting youngsters in particular to be present at the broadcasts, KLZ expects to add to its fans hundreds of children this summer. And by putting some of the youngsters on the air from the park they expect to add to their adult dialers parents who will be listening for their children's voices. KLZ will broadcast every Saturday from points of interest in the park, such as the bears' cages, bird lake, monkey island. In bad weather, broadcasts will be held from the Colorado Museum of Natural History in the park.

Early A.M. Reverse Quiz

Dave Tyson, who handles the "Musical Clock" every day 8-9 a.m. over WFIL, Philadelphia, has hit upon an attention getter for the early birds. Started it as a gag when the engineer couldn't get the record on the turntable in time, and now it is consuming the major portion of the hour. Tells listeners to "try and trick me," bragging that he can answer anything and everything, and listeners figure this is a good chance to get even with radio announcers. Everybody seems to be anxious to call his bluff with the net result that program's mail response is terrific. Most of the questions are of the riddle variety, mostly pulled out of a Joe Miller. And Tyson picks his answers from the same source.

5 Educational Programs Added by KLZ, Denver

Denver—KLZ is airing five broadcasts a week by remote control from the adult education department of the WPA. The department will write the script, and the broadcasts each day of the week will be the same as the previous week. Subjects that will start will be "Music Appreciation," "English Pronunciation and Book Review," "Social Courtesy," "Folk Songs of All Nations" and "First Aid in the Home."

WGCM Additions

Gulfport, Miss.—Three announcers, a new engineer and a daily news broadcasting period have been added to WGCM, serving the Biloxi-Gulfport, Miss. area. The new announcers are Jimmie Haslett, Biloxi; Ellis O'Neil, Gulfport; Eddie Carnes, Gulfport. Hartford Trosper is the new chief engineer. In addition to a 15-minute news broadcast furnished by Transradio and sponsored by Philco dealers, station officials claim they have added about four hours daily of live talent programs broadcasting from the Gulfport studios.

Lawrence Marks with A.N.S.

Lawrence Marks, radio writer and production man, is now affiliated with American News Service. He will do a radio column for the news outfit, in addition to his script writing for Star Radio Programs Inc.

Girl Announcer at WOW

Omaha — Creighton University of the Air, on WOW, 4:30-4:45 p.m. Fridays, now is using a girl announcer. Regina McDermott, a junior in the college of journalism.

Carolina Cup Race Aired For First Time by WBT

Charlotte, N. C. — Carolina Cup Race at Camden, S. C., was aired for the first time Saturday by WBT. Dewey Long, sales manager of WBT, Program Director Charles Crutchfield, Chief Engineer J. J. Beloungy and Engineer Tom Whitman went to Camden to handle the broadcast of the noted event. Frank Somers, CBS engineer from New York, came down to assist in handling the short wave equipment.

Geo. Heid Joins KDKA

Pittsburgh — George Heid joins KDKA tomorrow as staff artist and to assist in handling production of Artist Service acts for radio and personal appearance work, it is announced by H. A. Woodman, general manager of KDKA.

Besides a long theatrical background, Heid formerly was with KVOA, Tucson, and KQV here.

Tito Guizar in Concert

Tito Guizar, Mexican tenor star of CBS, has been signed for a concert appearance at Carnegie Hall on April 20. He will be supported by the Metropolitan String Ensemble of the Metropolitan Opera Orchestra. Guizar is expected to return to New York from Miami Beach next week. He is now heading an entertainment bill at the supper room of the Roney Plaza Hotel.

JAMES MADISON
for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch **radio gags** and **continuities**. Permanent residence, Hotel Taft.

RADIO RESEARCH GROUP REPORTING BY JUNE 1

(Continued from Page 1)

report to the committee will not be released for publication, declared Peter.

Peter is not working on any radio ownership figures this year and no revision of the county breakdown figures, released in 1936, is contemplated.

In forming an operating bureau the committee does not intend to compete with the Cooperative Analysis of Broadcasting or the Clark-Hooper radio popularity surveys. Peter pointed out that these two organizations list the comparative ratings of programs on the air which is outside the committee's field. Committee is primarily concerned with the development of the basic methods for computing radio coverage and the listening habits of the radio audience for the whole broadcasting industry.

Deane Long Taking Leap

Frederick, Md. — Deane Long, assistant program director and publicity director of WFMD, will say "I do" in the near future to Caroline Hahn of this city. Long, whose home town is Somerset, Pa., came here via WTBO, WNBO and WEBR.

AGENCIES

AVERALL BROUGHTON has resigned from the New York office of Jerome B. Gray and Co. to establish an agency under his own name. Broughton has purchased the accounts that he personally sold and serviced and will take same to new agency.

B. ALLAN RAVED, formerly associated with the Gardiner-Rothschild advertising agency, has joined Edwin M. Phillips & Co. as production manager.

J. SAVINGTON CRAMPTON has resigned from J. Walter Thompson agency to accept executive position at William Esty agency. Cal Swanson replaces Crampton in New York.

MONROE F. DREHER INC., Newark and New York, has been appointed to handle the Affiliated Products Inc. (Kissproof and Outdoor Girl cosmetics) account.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

Chicago

CLARK DENNIS, NBC Chi tenor, flies to New York on Saturday to do Chevrolet recording with Rubinoff ork. Dennis is heard here in his own programs and also on the Coca-Cola Breakfast club disks. He will return April 6.

Ken Robinson, author of NBC's "Dan Harding's Wife," back in the local studios after several days in St. Joseph, Mo.

Hal Totten, vet sports announcer of NBC, doing series of airings for the makers of Twenty Grands, over WMAQ, six-a-week.

Howard Neumiller, pianist, began his seventh year with CBS network here this week.

Paul White, CBS New York special events chief; Harry Harvey, chief engineer of KFBA-KOIL-KFOR, and Paul D. P. Spearman, Washington attorney, visiting CBS here.

John Harrington, WBBM sportscaster, off to Arizona for a preview of the Cubs and White Sox. While away announcers George Watson, Ken Ellington and Paul Luther will sub for Harrington's "Train Time" show broadcast daily from a railroad station here.

Edith Adams, wife of CBS announcer Paul Dowty, and Ruth Delmar, well-known Chi songstress, are latest additions to the cast of "Modern Cinderella."

John Weigel, WBBM announcer, sidelines with a dairy store.

Bess Johnson's little girl, Jane Orr, suffered broken arm last week.

Latest reports on Scattergood Baines are that if show still shows any signs of west coast success it may be brought back here with a local cast next fall.

Jimmy Joy and his dance ork will be aired over the NBC webs from the Stevens Hotel beginning Thursday.

Eddie Duchin slated for the summer season of the Empire Room of Palmer House here with WGN air.

WAIR Starts Operation

Winston-Salem, N. C.—WAIR, new station here, went on the air for the first time last week and is operating daily, 6 a.m. to sunset, on a frequency of 1250 kilocycles and 250 watts power.

WBBM-Cubs Series

Chicago — The Chicago Cubs have signed with WBBM to broadcast "Dugout Dope" interviews for 10 minutes preceding each home game of the season and the preseason games here. George Sutherland, recently imported from Buffalo to assist Pat Flanagan in baseball broadcasts, will handle the interviews.

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Ina Claire's signature on a 13-week contract to head her own radio show a la Helen Hayes is being held up because an amiable compromise can't be made with the star regarding ten-week advance on dramatic scripts....NBCaster Don Wilson has been signed by Paramount pictures and will be featured in the Victor Moore-Helen Broderick flicker, "Mrs. America"....The Astaire-Butterworth Packard show fades in May. ....Harry Hershfield's "Laugh Parade" quit Friday because of Harry's physical condition. He is under strict medical care at the moment.... Director Brewster Morgan starts this morning on the Mickey Alpert-CBShow. The other writer, Sam Carlton, wrote for George Jessel.**

● ● ● *Fats Waller follows Jack Denny into the Meadowbrook.....The spelling bee via WMCA, sponsored by Chase & Sanborn when Good Will Court faded, will remain as a sustainer on the station when the sponsor's commitments are up....L. Wolfe Gilbert will publish "Greatest Enemy of Love", which Anatole Friedland and he wrote over the week-end in Atlantic City....Ray Saunders, WHN announcer, has moved from Passaic to the city so as to make his morning airings on time hereafter....Jay Freeman on Sunday celebrates his 15th year as a bandleader, second year at the Paradise and his 35th birthday....Ted Hammerstein scouted the hills of Connecticut yesterday for a suitable spot to operate a summer playhouse as a "grazing ground" for radio ideas to present this fall.*

● ● ● **Make-up of the Oscar Shaw-Carmela Ponselle show will undergo a complete change this summer when the stars will present condensed musical shows....WBNX will present Morris Watson, managing producer of the WPA "Living Newspaper", on Tuesday, provided Watson's case before the Supreme Court is met with an unfavorable decision....Ted Church is the recipient of the "Saturday Morning Off" prize, the weekly award for the best publicity written by the members of the NBC press dept.....Frank Black's "Contented" program, which emanates from Chicago on Mondays, will shortly be aired from Radio City because of the maestro's difficulty in flying to the Windy City after his Sunday "Magic Key" show....Arthur Boran is set for three Rubinoff transcriptions....Joe Cook, who made his Saturday airing with a high temperature and was rushed to a hotel bed immediately thereafter, is much better today.**

● ● ● *Glen Island Casino opens May 27 with Nye Mayhew.... Carl Ravell of California follows Ozzie Nelson into the Lexington May 1....Eddie Marr of the "Junior G-Men" show will visit his relatives on the coast shortly—the beloved Perry Charles....Bob Freda in Don Fredi's band at the Stratford has changed his moniker to Lido....Ed Sullivan's "Dawn Patrol" with radio names opens in Stamford April 15 for three days....Stanley Field, WLTH program director, can't get over the kidding about his hair, since WOR's Ed Fitzgerald asked if it was natural....Brooklyn Eagle's radio editor, Jo Ransom, has a book due in the summer called "Crime on the Air" which will include stories by Phil Lord and Charlie Martin ....Don Voorhees and band will be the pit orchestra for the Howard Deitz-Arthur Schwartz musical "Between the Devil", starring Jack Buchanan and Evelyn Laye....Zeke Manners will do a repeat on the network show within a month.*

Los Angeles

FRED WARING's Pennsylvanians will be in Los Angeles this week. John Dolph, new assistant to vice pres. Thornburgh, CBS, with Mrs. Fred Waring, motored to San Francisco over the week end to meet Waring while he plays a short engagement, will return with him and his band for a theater appearance here.

Mertens & Price have sold the Sunday Players disk series for 52 weeks for Minneapolis, where Minnesota-Acacia cemetery association will sponsor the series for the city's church federation. WTCN will put them on air. Sunday Players also sold for 52 weeks on WKZO, Kalamazoo. Locustwood Memorial Park Ass'n, Camden, N. J., also will use the disks over WCAM.

Thomas Conrad Sawyer, commentator on the new Sweetheart Soap series that goes out on NBC's coast red net starting April 16, has added Margaret MacDonald to the program, to do fashions.

"In-Laws," live talent dramatic sustaining on Don Lee California chain, will have a sponsor starting April 19, when Purex pays the freight. Lord & Thomas is agency.

William Queale, chairman of the board of 5DN, Adelaide, and George Sutherland, 3AW, Melbourne, director, with J. S. Larkin, sales manager for 3UZ, Melbourne, are Australian radio execs visiting here.

Dave Carter, publicity chief for CBS on the coast, in a move to bring the trade into closer contact with his chain, announced a weekly press conference for trade publication reps. Donald W. Thornburgh, v.p. in charge, will meet with trade press every Wednesday afternoon, talk shop and answer questions.

Burns and Allen heading for Palm Springs to take their first holiday in three years. They will be gone for two weeks.

Chesterfield's Kostalanetz broadcast will be aired from the coast for an indefinite period to start sometime the end of June. Kostalanetz will be on the coast to work in pictures.

While he is doing Owl Drug's "Treasure Island" airings from Los Angeles, Cliff Engle will use guest stars to add variety. First star on series is Maurice Costello.

Howard R. Bell, who recently sold his KRKD in Los Angeles, last week disposed of his part interest in KFKA, Greeley, Colo., to H. E. Green, the station's manager.

While Rush Hughes vacations in San Francisco for two weeks, Buddy Twist will be narrator on Langendorf Pictorial, NBC coast red.

NBC's coast sales department is enlarging to the extent of adding a secretary, Helen Aldrich, to work with Tracy Moore in Syd Dixon's office.

Jack Burroughs, Oakland Tribune radio ed, visiting studio folk in Hollywood and Los Angeles.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

ACCORDING to the auditioning department of Major Bowes' Amateur Hour, less than 1/3 of applications received from amateurs are from the eyebrow-tweezing sex....Frances Langford's throat is on the mend....she'll probably return to Hollywood Hotel Friday....Edith Dick's back from Bermuda with a luscious, mahogany lacquer...Marianne Cowan, once of British Broadcasting, returns to her native ether in "The Fall of the City"....said to be first script authored by name scribe directly for radio....he's Archibald MacLeish....the Cowan lass will be, of all things, the voice of a dead femme! ....Agnes Moorehead, now "Gumps"-ing, has bought a car....Deanna Durbin busy plattering songs from her recent picture ....she will rest in Camden for several days.....then back to Hollywood..... Benay Venuta, WOR's canary, to go musical comedy in "Orchids Preferred", which opens in Boston, April 26....New York opening scheduled for first week in May....

▼ ▼

Diminutive Lily Pons spent Easter Sunday in New Orleans keeping a train waiting 15 minutes, lunching with a manager, launching a civic symphony membership drive, phoning maestro Kostelanetz....then left for Baton Rouge to concertize at Pasquale Amato's invitation....Elizabeth Lennox, concert and radio lark, to guestar on the "Hammerstein" program April 6.....George Rector and Madame were casting covetous eyes at the model house t'other night when the restaurateur-chief presided at cooking contests in the Grand Central Palace....They're about to build....Helen Gleason, now lending vocal lustre to "Frederika", to guest on the General Motors program April 11.....Nila Mack's ether-guest this week will be C. W. Coates, curator of tropical fishes of the New York Aquarium....

▼ ▼

Movie-Zany Aline MacMahon went socially-conscious with talk of "Trade Unionism and Civil Liberties", Roger Baldwin assisting, over WEVD yesterday....Tamara sang....Eleanor Harris' Homemaker's Exchange has undergone a change of style.....She'll devote Thursday's broadcast to telling the world how to make angel food cake....John Wexley of grim "Last Mile" fame, whose "Steel" is currently provoking thought at the Labor Theater, will be Charlotte Buchwald's air-guest next Tuesday....



"OUR GAL, SUNDAY"

Affiliated Products

CBS Network, Monday through Friday, 12:45-1 p.m.
Blackett-Sample-Hummert Inc.

GOOD HUMAN INTEREST AND ROMANTIC SERIAL WITH FAIRLY POPULAR APPEAL.

This is a down to earth serial with a nice human interest quality despite a somewhat oldtime melodramatic tinge in the first two episodes. Central character is an orphan girl brought up by a couple of western gold miners and christened "Our Gal, Sunday." Arrived at the age of romance, the girl is torn between the call of her heart and gratitude and loyalty to her benefactors. Action takes a dramatic turn when one of the miners shoots and kills a young Englishman who is about to do wrong by the gal. A local sweetheart, with whom she has grown up, and the desire of the miners to send her to a finishing school add to the complications.

Character of the girl is played in natural but rather subdued vein, and the two miners likewise keep from over-acting, which helps to erase some of the play's vintage. It ought to catch on very well.

JEAN SABLON

With Norman Cloutier's Orchestra Sustaining

NBC-Red Network, Monday, 9:30-9:45 p.m.

ROMANTIC CROONER FROM PARIS HAS A PLEASING VOICE AND PERSUASIVE STYLE.

Jean Sablon, French import who is being given a build-up by NBC, should have no great trouble catching on. The crooning lad has a romantic style that will particularly catch the fancy of the women, and won't displease the men either, for his melodious vocal work is in a soothing, restful vein.

Monday night's program opened with Sablon singing in French, then "When My Dream Boat Comes Home," in English, followed by Norman Cloutier's orchestra in "My Blue Heaven," after which Sablon went French again for "Serenade in the Night" and another number, winding up with "Goodnight, My Love" in English.

Cloutier handled the orchestra so as to give Sablon all the breaks. In addition to the regular announcer, a femme voice introduced Sablon in French and also gave him a French sign-off.

P & G Using 100 Stations In Camay Spot Campaign

(*Continued from Page* 1)

ments for Lava soap through Blackett-Sample-Hummert Inc., Chicago, and for Crisco through Compton Advertising Inc., New York.

Gulf Quiz Series on WBT

Charlotte—Gulf Refining Co., Pittsburgh (Gulf spray), on April 26 will begin a spot series on WBT, Charlotte, Mondays, Wednesdays, Fridays, 1:30-1:45 p.m. Program will be a question bee with Lee Kirby, WBT staff announcer, asking trick questions of pedestrians on the street. Those answering questions correctly will receive a can of Gulf spray, others will get the "cow bell." Young & Rubicam, Inc., New York, placed the account.

Honor Vallee, Ingersoll

Rudy Vallee and Jack Ingersoll, sports and special events announcer at WINS, will be inducted tonight as honorary members of Sergeant Delaney Theatrical Post 102, Veterans of Foreign Wars.

Baruch Gets Assignment

Andre Baruch has been selected to announce the new five-a-week daytime American Tobacco show. Baruch was set by Mack Davis of the Columbia Artists Inc.

Agency Signs Loria Brothers

The Seven Loria Brothers, Mexican child musicians who were last week signed for work in RKO-Radio Pictures' "New Faces," yesterday signed a contract for personal appearance and radio representation by the Curtis & Allen Agency. On their return from Hollywood, it is expected that the Lorias will be given special permission to appear on Broadway in Shubert musical comedy or revue.

4 Safety Programs on KDKA

Pittsburgh — Four safety programs, sponsored by the Allegheny County Parent-Teacher Associations will be presented from KDKA starting at 1:45 p.m. Sunday. Broadcasts are being arranged by Mrs. L. G. Stone, state chairman of traffic safety education for the National Congress of Parents and Teachers and president of the Allegheny Council PTA. Programs will be part of a national campaign in the interest of greater traffic safety.

NBC Social Note

The NBC Athletic Association, formed last week, will hold its first function on May 7, when a dance and entertainment will be held in the Grand Ballroom of the Roosevelt Hotel. Among activities of the newly formed org is a swimming course for men, including diving, water polo and life saving.

COMMENTS On Current Programs

KSTP Femme Show Clicks

St. Paul — A really outstanding radio stunt is now being aired once weekly over KSTP, Twin City independent station, by Marjorie Ellis McCrady. Dubbed "Maids and Mistresses," and broadcast each Tuesday afternoon as part of the "Women's Page of the Air" program, the 15-minute stanza airs the wails and woes of just what the title suggests —mistresses and maids.

As women's page editor of the Minneapolis Journal, KSTP's affiliate, Miss McCrady long has had poured into her ears the woes of maids over their employers, and vice versa. Seeing the possibilities of the stuff for the air, Miss McCrady solicited letters from both sides, found them soon pouring in on her at a rate beyond the capacity of her Tuesday afternoon broadcast.

That the program is going over with listeners is indicated in the heavy response, both mail and telephonic. Mail is increasing so steadily that Miss McCrady says the stunt can continue indefinitely. No names are used on the air, and requests are made that no names be signed to the letters or contained therein. Miss McCrady reads the letters, comments on them, tries to offer some sensible means of solution of the difficulties.

Lux Radio Theater

George Burns and Gracie Allen were as out of place in "Dulcy" on Monday night as Jack Benny and Mary Livingstone were in "Brewster's Millions," a Lux Theater presentation of some weeks ago. In both cases, it was very apparent that there's a difference between gag comedians who specialize in vaudeville cross-fire and comedy *actors* in the legitimate dramatic sense. As a result, the radio offering of the early George S. Kaufman stage hit was pretty much of a miss despite the able support of Howard Lindsay, Elliott Nugent, Norma Lee and others assembled by producer Cecil B. de Mille for this CBS network program.

Jack Benny

Jell-o's comic took a few leaves from the ancient "On a Slow Train Through Arkansaw" for his last evening Sunday show over the NBC-Red. Modernized to conform to "a fast train from Chicago to Hollywood," the idea of rubes going on a trip and making greenhorn remarks along the route proved itself still serviceable. Thanks to a fast script, the show held to a good entertainment level. Andy Devine joined the cast again in Hollywood but didn't have a lot to do.

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

NEW BUSINESS
Signed by Stations

WDSU, New Orleans

New Orleans—Eleven new accounts recently added by WDSU include: General Foods, 30 one-minute spots; General Mills, 77 baseball games; Carter Medicine, renewal, 260 spots; Kirschman's Furniture, 15 minutes daily for a year; Kross Lumber Co., 630 spots; W. J. Marchand Co., 630 spots; Bernard & Grunning, 13 half-hour shows St. Regis Restaurant, 13 half-hour shows; Jefferson Bottling, 546 spots; Radio Sharp, 78 spots; Double Cola, three spots daily, 26 weeks; Rhythm Club.

WMCA, New York

Bisceglia Bros. Wine Corp., "Anice Ives—Everywoman's Hour," 13 weeks, through Gardner Advertising Co.

KCMO, Kansas City

Glendale Beverage Co., mystery thriller disks, 13 weeks; Faultless Laundry, 100 spots.

WCCO, Minneapolis

Western Grocer Co., morning program; Gluek Brewing, increase from 5 to 10 minutes on Rollie Johnson's sport review; Household Magazine, featuring Hugh Aspinwall and Ramona Gerhard, thrice weekly.

WWL, New Orleans

Nehi, half-hour weekly disk, through James A. Green; Norge, two 15-minute disks weekly.

WGCM, Gulfport

Carter's Little Liver Pills, spots: Chevrolet's Musical Moments, 15-minute disks, three times a week; United Drug (Rexall), Magic Hour disks, program, 15 minutes, 15 weeks.

WBAL, Baltimore

Empire Laundry & Dry Cleaners is sponsoring "Matching Minds," new Monday feature being aired by Louis Azrael, using students from local schools.

Dr. Ellis Places Disks

Pittsburgh — Dr. Ellis Sales Corp. (wave set) through Walker & Downing is placing a series of five-minute WBS transcriptions on WOR, WCAU, and WMAQ. On WOR disks are used three times weekly, and twice weekly on the latter stations.

KTUL Adds Plane

Tulsa, Okla.—KTUL has added a plane for dispatching continuity writers and salesmen to nearby state points and in-state jumps to save time. Came in handy when program set for Sunday afternoon faded on Friday and research had to be made in Bartlesville and script ready for rehearsal that night. Charlie Bush, continuity chief and a licensed pilot, hopped in plane and was there 30 minutes later. Returned with script material, wrote it, re-hashed it and rehearsal went ahead on schedule.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 16 of a Series

WIL—ST. LOUIS

100 Watts, Night, 250 Watts LS.—1,200 kc.

L. A. BENSON
Vice Pres.

C. W. BENSON
Gen'l. Mgr.

WIL, oldest commercial station in St. Louis, is owned and operated by Missouri Broadcasting Corp. Established in 1922. WIL was just an idea of Lester A. Benson's. Today the station has earned the title of "The Biggest Little Station in the Nation." Because of its phenomenal growth, WIL now is equipped to present an interesting variety of programs 17 hours daily to a listening audience of over 1,500,000.

Care has been taken in every phase of modern day broadcasting by the owners in order to build WIL to its present standing. Realizing the importance of a well balanced menu, special events, musical, educational and civic programs are given equal share in the broadcasting day at the station. The music library, equipped with 10,000 records, can present almost any current or standard favorite at a moment's notice. Seven 15-minute news spots are on the daily fare, with news flashes of importance aired as soon as they are available. WIL was the only station in the St. Louis area to employ its own news gathering agency. Today direct wires from the leading news services of the nation are connected with the WIL studios.

For many years a composite transmitter was used by WIL. But with radio improvements noted daily, a change was made necessary. Today a new Western Electric High-Fidelity transmitter has just been installed with Chal Stoup, chief operator and engineer of the station in charge. Sixteen stories above street level stands a new 190 foot vertical radiator antenna. Weighing 9 tons, this antenna is balanced on four porcelain insulators. Through short-wave station KIFF, WIL is ready to broadcast from any point in the state via its mobile unit.

WIL's staff has been hand picked by the owners. Lester Benson is president and general manager and C. W. Benson is vice-president. Edgar B. Shutz, commercial manager, a former newspaper executive, established a sales department that today can take credit for the long list of commercials heard daily over this station. Neil Norman, program director, and David Pasternak complete the list of executives.

Cooperate with Cotton Week

National and Regional radio advertisers will co-operate this year to help celebrate National Cotton Week, May 31-June 6. C. K. Everett, manager of promotion of the Cotton-Textile Institute is in charge. To date only a few spot announcements have been set, with work concentrating on tie-ups with coast-to-coast network shows. It is expected that many national advertisers on NBC, CBS and Mutual will devote a few minutes of their programs to highlight cotton.

WHO, Des Moines

Acme Feeds Inc. is the latest sponsor to be added by the Songfellows quartet for a Monday evening period, 8:30-8:45.

KFI, Los Angeles

Associated Distributors (Essence of Life face cream), 15-minute weekly musical program, 12 weeks, through Kastor & Sons, Chicago; Lever Bros., six spots weekly, also nine spots weekly on KECA, 52 weeks, through Ruthrauff & Ryan, New York.

Church on WNEW

The Church of the Nazarenes has purchased time on WNEW over a period of 52 weeks, 8:30-9:30 p.m. on Sundays, the broadcast starting April 3 from the New York station, and subsequently from Paterson. The Reverend Estelle Crutcher will conduct the services.

Boston Marathon on NBC

Boston — NBC will broadcast the start and finish of the Boston A. A. Marathon on April 19 over the Blue network. Start of 25 mile race will be heard 12:05-12:15 p.m., with the finish scheduled for 2:35-2:45 p.m. Coverage will be handled by WBZ's special events division under the direction of Arthur Feldman.

Whiteman for Loew's State

Paul Whiteman and orchestra have been booked to play a week's engagement at Loew's State on Broadway, opening May 13. Booking follows that of the Drake Hotel, Chicago.

Shearer Opening Beauty Salon

Newark, N. J.—Jimmie Shearer, for fifteen years manager of WHBI, is branching out, having leased a floor at 675 Broad St., where he will open a beauty salon. He will retain his radio connections.

PROMOTION

WOAI House Organ

House organ issued throughout the year by WOAI, San Antonio, hereafter will be patterned after well-known magazines, a different publication being imitated each issue. The first number was patterned somewhat after Life.

Of 40 new national and local spot contracts signed by WOAI since Feb. 1, premium offers and contests are being conducted by 21.

KTSM Data Folder

A folder giving data on the El Paso trade area, "the fifth market of Texas," has been issued by KTSM, El Paso. Stores, sales, personnel and payroll by kinds of business are included in the survey.

Strathmore Contest

Strathmore Serenade, heard over WOR Sundays, 11-11:30 a.m. and sponsored by Levitt & Sons, inaugurated a four week contest on their program Sunday. Will award three prizes to entrants submitting the best letter on "What I Would Like in My Home." Prizes are: $250, $100 and $50. Contest ends May 1 and winners will be announced on the May 16 broadcast.

WIP Space-for-Time Swap

On a space for time swap between the Evening Ledger and WIP, Philadelphia, paper has Sam Serota, as Brother Bill, doing a "man of a thousand voices" in reading the daily funnies. To promote this circulation stimulant, Ledger is offering a life-like 8-inch colored cut-out of a character in the comics, kids getting as many as they please for each three cents to cover postage. Cut-outs are mounted on cardboard and has a special easel-back arrangement to make it stand by itself. Characters are changed every two weeks.

PHILADELPHIA

Lester Joy, general manager of KYW, has been appointed to the Mayor's executive committee in planning a fete to mark the signing of the Constitution, and has also been made a member of the Red Cross Radio committee.

Rev. Robert Fraser, blind singing evangelist, celebrates his 12th anniversary of broadcasting over WIP.

Clarence Fuhrman, musical director of WIP, has been made an honorary member of the Philadelphia Skating Society and Humane Club, having supplied the music for the society's skating events for the past four years.

Silent Stationery

Stationery made of cloth is being used by WFBC, Greenville, S. C., the textile center of the south. Besides the novelty of it, the cloth stationery has a smooth feel and is both durable and silent.

STATIONS STUDYING SUMMARY OF INDUSTRY

Radio station execs and licensees around the country are studying copies of the speech made last week at Duke University by Irvin Stewart, vice-chairman of the FCC, address being entitled "The Public Control of Radio.' Stewart made a comprehensive survey of the entire picture of commercial broadcasting, television possibilities and all other matters that have occupied the FCC, members of Congress and educational institutions.

On the matter of "transfer of licenses," Stewart said that there were two schools of thought, one being that a transaction concerning the license was merely between two individuals, and the other school could not see how an FCC license could be given a vested right status and a price put upon it. In this connection Stewart said in part:

"There have been suggestions that, if the Commission does not explore its own powers to check sales of broadcast stations at inflated prices, Congress might recapture for the public the profit on the transfer of public property. The transfer of licenses at prices far in excess of the value of the physical equipment involved will sooner or later offer tempting field for the middleman."

The FCC vice chairman touched on such phases as the "legal basis" upon which the FCC could proceed and the cardinal principle governing radio in the U. S., also "administration,' mentioning the three agencies charged with the administration of the non-governmental radio, i. e., radio aside from army, navy, coast guard, etc. Amateur broadcasters (47,000 such licensees in U. S.) were treated at length, also the fact that 80 stations are licensed for the sole purpose of sending public press dispatches to foreign countries, and to points in the U. S.

Television angles were well covered, especially the commercial possiblities and pitfalls regarding standardization and frequencies. On the question of "distribution of broadcasting facilities," the Commissioner indicated that the stations were most likely situated in the thickly populated areas to aid the advertiser rather than the general public . . . in fact three-fourths of the U. S. area had no primary service.

"Chains" were set down as "another phenomena in the American broadcasting picture" . . . Stewart believed that it must be disconcerting to find the same choice of programs on the stations that came in best. "Newspaper control of stations" was also considered as being in the public eye.

Advertising, said Stewart, brought the most complaints, and the "commission's powers in this field are not well defined and they have never been thoroughly explored." However he felt that the rising tide of prosperity for the broadcasters might easily simplify the question of objectionable advertising.

Programs were readily admitted to be about out of the jurisdiction of the FCC, which could order certain standards of equipment, but hardly be in a position to state that standards of program quality could be regulated. Probably one question which the FCC would not attempt to do anything about, in the opinion of Stewart.

Censorship and Education brought the address to a conclusion, both items being treated at great length, more or less a resume of the situation.

Manual for Mikemen

Chicago—Stan Thompson, operations manager for WBBM-CBS studios, has completed a 14-page manual for announcers.

ORCHESTRAS-MUSIC

JOE MARSALA and Ork have added the Three Peppers, vocal and instrumental trio, to their thrice weekly WHN broadcasts from the Hickory House, where Joe has been signed to a one year contract.

Zinn Arthur and his WNEW band will make music for the "White Horse Ball" at the Astor, April 27. The "White Horse Inn" cast is expected to turn out en masse and proceeds will go to the Stage relief Fund.

Gladys Swarthout's first program in her new NBC-Red Network Concert Series, to be aired Sunday April 4, 10-10:30 p.m., will include "Bendemeers' Stream," an Irish folk song arranged by Gatty, Ralph Grainger's "Thunder Over Paradise" and Greig's "Ich Liebe Dich." Swarthout and Chapman will sing two duets.

The Perole String Quartet will introduce a new "Piano Quintette in A Minor" on its WOR Sunday broadcast at 12 noon. The composer, Henry Hadley, will be at the piano.

Bill Livingston, who authored ditty "Having a Wonderful Time," inspired by the stage production of that name, has placed the song with Max Mayer of Paull-Pioneer.

Ben Edwards, former professional manager of Isham Jones Music, has been added to Miller Music.

Bob Lee, after two weeks as professional manager of Isham Jones Music, has resigned to go with Sam Fox.

Gardner Reid, 24 year old student of the Eastman School of Music, Rochester, received the $1,000 prize of The American Composer's contest on Sunday, according to announcement by the N. Y. Philharmonic Symphony Society. Quincy Porter, music instructor, received honorable mention. Winning composition will be played by the orchestra on its premiere broadcast of the 1937-38 season next October.

Three new series of musical programs are to be inaugurated over WQXR the week of April 4. A 'cello serics, featuring Paulo Gruppe begins on Monday, 6:45-7 p.m. Elizabeth Ashley, contralto, presents a weekly recital series beginning Tuesday, 6-6:45 p.m. The American Pianists' Series, which includes programs by eight young American pianists during the course of the month, will feature Edna Bockstein, of the Juilliard Graduate School of Music, April 10 at 3-3:30 p.m. and will be continued on every Wednesday evening and Saturday afternoon thereafter.

Michael Mells, who recently opened at the Top Hat Hotel and Restaurant, Union City, N. J., with a snappy and tuneful aggregation, has been featured as an ace trumpeter over a period of ten years, playing solos on many commercials. Until September last, Mell was with NBC.

Josef Cherniavsky and his ork will air a medley called "Parade of Movie Hits' in the Musical Camera program over the NBC-Red April 4, 4:30-5 p.m. The ditties are culled from the most popular pix showing at first-run houses of Broadway.

Gladys Miller, who is in charge of the music library of KOMO-KJR, handles more than 70,000 pieces of music. The library of the Seattle station is adjudged one of the best in the West. Miss Miller manipulates more than 1560 musical selections a year.

Woodbury Announces $100,000 Contest

(Continued from Page 1)

submit the best ending for the sentence, "I like Woodbury's soap best for my skin because . . ."

Contest will run for ten weeks and prizes will be awarded weekly. A total of 100 Longine diamond wrist watches, 10 each week, five to consumers submitting the best letters, and equal number to the dealer selling the soap to the winner.

No limit has been placed on the number of entries filed, but each letter must be accompanied by wrappers from three cakes of Woodbury soap. All mail will be addressed directly to the sponsor.

Contest is similar to the one Procter & Gamble ran earlier this year which polled over 4,000,000 entries.

NBC ORCHESTRA BUILDING FOR TOSCANINI CONCERTS

(Continued from Page 1)

concerts himself with the orchestra, probably five before Toscanini and five after the 10 by the noted maestro. Starting date is still undetermined beyond the fact that they will begin in the fall. Thus, Toscanini will actually be guest conductor, with Rodzinski permanent baton wielder. Rodzinski will continue, however, to lead the Cleveland Symphony Orchestra, and of course continue his present series with the New York Philharmonic.

President Lenox R. Lohr of NBC told RADIO DAILY that neither the 10 scheduled broadcasts of Toscanini nor those of Rodzinski would be offered to sponsors, but later a night or afternoon series apart from the 20 scheduled concerts could be bought commercially with Rodzinski as conductor. Lohr did not see what was to prevent an affiliated station selling spot announcements before or after the non-sponsored concerts, but hardly believed an outlet would jeopardize its good will by so foolhardy a stunt as working in announcement at any part of these concerts which will run "without a stopwatch" and not be restricted to one hour.

Starting date and day of the week still depend on the setup of the network on its time sold. Whether or not the outside or additional concerts go commercial, it is conceded that NBC will have built one of the best symphony orchestras in the country and add considerable strength to its listening audience.

Guest conductors may fill in on occasion probably after the Rodzinski series following Toscanini.

K. K. Hansen Joining Comer Agency as V.-P.

(Continued from Page 1)

Russell C. Comer Advertising Co. Ad agency, which has offices in Kansas City and Chicago, and recently opened offices here at 11 West 42nd St.

Rockwell-O'Keefe, as an account, will go over to Comer with Hansen, who has been with the former since its organization. Thus Hansen will continue to handle the concern's advertising. Hansen has an advertising and show business background apart from the Rockwell-O'Keefe association.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

PREPARING CAMPAIGNS FOR MAGAZINE GROUP

(Continued from Page 1)

time that radio schedules for the other two magazines have been completed. Radio Guide is sponsoring daily spot announcements over CHML, KCMO, KFBB, KFBI, KFJM, KGVO, KLO, KONO, WDAY, WDOD, WDZ, WHA, WHEC, WHP, WIBA, WJBC, WLAC, WMBD, WOC, WORK, WROL, and WTNJ. Weekly 15-minute musical programs are aired over WCBS, WPAD, KIUM, WDSU, WROL and two shows per week over WSM. A weekly news and gossip program, also 15 minutes in running time, is aired over 105 stations for Radio Guide, with special scripts prepared for movie fans being aired over 33 stations. Latter under sponsorship of Screen Guide.

CRA Deal With WLW Is 5 Hours Weekly

(Continued from Page 1)

buildup resulting in more outside work than Bestor was able to handle. These booking through Consolidated include three college dance dates at $1,000 each, and the opening of a new factory and dance at Seymour, Ind.

New spot which will have a WLW is the new Beverly Country Club, at Fort Thomas, Ky., which opens April 22, with Clyde Lucas Orchestra.

WBNX Appeals to NAB On Title Duplication

(Continued from Page 1)

alike in production. WBNX complains that the WOR title is too similar with the name of WBNX's show. WMCA also has a similar program on the air, but they call theirs, "Warning Signals."

In the letter to Baldwin, WBNX suggests that the NAB "take under consideration the establishment of a clearing house for program titles." Station further states that duplication of titles makes it difficult for a station to sell a program to a sponsor and that the practice is "sufficiently provoking to warrant some effort at reform."

ONE MINUTE INTERVIEW

NICK DAWSON

"If our first ranking novelists were willing to take the time or could be paid sufficiently well for their work, they could adapt themselves to radio and its rigid limitations. But as long as sponsors have the comedian complex and are unwilling to take a chance along with the writers, there can be little change in America's principal form of aural entertainment."

☆ Coast-to-Coast ☆

JOHN HELD JR., producer of the Pontiac Varsity Shows heard over the NBC-Red network on Fridays at 10:30 p.m., will be made a Texas Ranger by Governor James V. Allred of that state when the noted artist broadcasts this week's program from the University of Texas at Austin.

Warden Lewis E. Lawes, in the final broadcast of his fifth series sponsored by Sloan's Liniment over the NBC-Blue, on Monday, will wind up with a personal message to his "20,000 Years in Sing Sing" audience.

Monte Magee, member of the WOAI, San Antonio, talent staff for the past few weeks, has been signed to start a new campaign for CSO Laboratories over the Texas Quality Network. Magee will broadcast his songs and chatter as the CSO man and in addition will make personal appearances throughout Texas this summer and also be at the Pan American Exposition in Dallas.

Pat Flaherty, sports commentator of WOAI, San Antonio, has in the last few weeks interviewed on his regular sports programs such notables as Lawson Little, Horton Smith, Rogers Hornsby and the entire St. Louis Browns baseball team, and W. R. (Flyrod Bill) Cook, famous fisherman.

Peter Lyman, assistant production manager at KOMO and KJR, Seattle, having read an item in RADIO DAILY about Peter Lyman, dramatic director of KROC, Rochester, Minn., is wondering if it's really so that two chaps of the same name are in the same business.

Johnny, the Philip Morris "call boy," recently made the rounds at WBT, Charlotte, flashing his smile and distributing his wares to staff members.

Portland Breakfast Club revue, with talent furnished by Vivia Lewis' all-girl band, made its debut over KGW, Portland, Ore., the other day. Ham - and - egger broadcasts formerly were heard over KEX.

Arthur Godfrey, assistant to "Professor Quiz," has accepted an invitation from American Airlines to participate in the first Washington to Chicago non-stop flight tomorrow. Plane leaves Washington at 5:30 p.m. and arrives in Chicago at 8:25 p.m., then leaves Chicago for New York on Friday, 8 a.m., arriving at Newark Airport at 1:40 p.m.

Sendol Co., which has sponsored a 30-minute script show over WDAF every Sunday for several years, switches to a transcription featuring William Farnum in "Drums," changing back to a local live show in the fall.

Ken McClure, news editor of WOAI, San Antonio, recently resigned as president of the Animal Defense League of San Antonio.

Jimmie Sams served as relief operator at KCMO for the week that Moreland Murphy was ill.

Hugh M. Smith, commercial manager of WAML, Laurel, Miss., reports local business booming, with many new accounts coming in.

Date on which WRR, Dallas, and KTAT, Fort Worth, will join the Mutual network is definitely set as May 1.

KDYL, Salt Lake City, received many compliments for its coverage of the Utah State High School Basketball Tournament, and plans to repeat the broadcast annually.

Ed Knowles, staff engineer, at WTNJ, Trenton, recently gave a lecture on Radio Engineering before a class of the Mercer Co. Vocational Training Board, while Guy Goodwin of the announcing staff has lectured before classes Stage Training and Technique.

Alan Hale will again be at the mike when the Milwaukee Brewers open the season April 16 with broadcasts over WISN under the sponsorship of the Wadhams Oil Co.

Jane Grey, creator of Crosley's WSAI (Cincinnati) "The Radio Program Perfect," has nothing but work in store for herself during the Summer months. Instead of her usual two months vacation, Miss Grey plans to meet her many fans face to face from the lecture-dais. Paul Theil, at present handling WCPO special broadcasts, will conduct the tour as announcer-manager.

"Cavalcade of America" on April 7 (CBS, 8 p.m.) will dramatize Explorer Robert E. Peary's attainment of the North Pole in 1909.

When the Worth Theater, Ft. Worth, received a silent newsreel on the New London school disaster, Mike Gallagher, crack KTAT announcer, provided the description of the calamity. Speaking into a microphone in the projection booth, Gallagher gave a colorful running comment four times a day for several days till a movie with a sound track arrived.

Bert Puckett and Bill Brown, WMT announcers, will emcee the washing machine manufacturer's show which the Cedar Rapids-Waterloo member of the Iowa web has signed for a Saturday night period. Program originates from the stage of the Paramount, Cedar Rapids, and will include community singing and specialty acts.

Lester Schmidt, accordionist, is the latest addition to the Sunshine Hour playing each Thursday morning over WHBL, Sheboygan.

6 CANADIAN STATIONS ADDED BY WEED & CO.

(Continued from Page 1)

berta, 100 watts, owned by H. R. Carson, Ltd.

The six outlets are managed in Canada by the Alberta firm of Taylor, Pearson & Carson, while CJCA, CFAC and CJOC comprise the Foothills Network, well known in the Dominion.

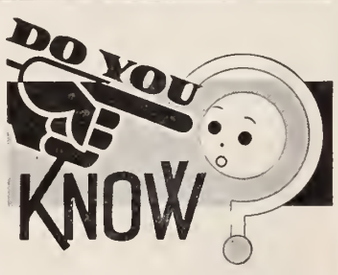
Big industrial upswing being enjoyed in Canada, especially the Central Provinces, is reason for an optimistic outlook, according to Joseph J. Weed, head of the organization of Weed & Co., who believes that U. S. advertisers will establish an all-time high in their purchase of time on Canadian outlets. High price obtained for wheat, excellent crops and the huge mineral resources of the Dominion now being tapped are three of the reasons for being optimistic, in the opinion of Mr. Weed.

34 Accounts Signed By WOAI, San Antonio

(Continued from Page 1)

Salmon, Seattle; Webster Eisenlohr, New York; Armstrong Packing, Dallas; Practical Drawing Co., Dallas; Durkee Famous Foods, Chicago; Lambert Pharmacal, New York; Plough Co. (aspirin), Memphis; Radio Guide, Chicago; Snow King Baking Powder, Cincinnati; Norge, Detroit; Horse & Mule Ass'n, Dallas; A. J. Krank (Lather Kreem), through McCord Co., Minneapolis; Naughton Farms, Waxahachie; General Foods (Certo), New York, and Procter & Gamble, Cincinnati.

Local accounts include CSO Laboratories, Sommers Drug Stores, Vogue, Denver Heights Church, Fehr Baking, Interstate Circuit, King Furniture, W. K. Ewing Real Estate, H. & H. Coffee, Shaw Jewelry.



A short wave message can travel around the globe seven and a half times in a second.

Original magazines courtesy of the
Wisconsin Center for Film and Theatre
Research

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Richard Scheckman